

Ideal Systems SEA Rebrands as AVBuddy Integration Following Management Buyout

SINGAPORE, SINGAPORE, SINGAPORE,

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EINPresswire.com/ -- [Ideal Systems](#), one of Southeast Asia's leading broadcast and professional audiovisual (Pro-AV) systems integrators, today announced the rebranding of its Southeast Asian (SEA) operations in Singapore, Malaysia and Indonesia to [AVBuddy](#) Integration, marking the

beginning of a new chapter for the independently owned Singapore-headquartered company and its regional growth strategy.

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Our new AVBuddy Integration brand reinforces our commitment to helping organizations communicate better, collaborate more effectively and create exceptional audiovisual experiences”

Fintan Mc Kiernan

Fifteen years ago, Fintan Mc Kiernan joined Ideal Systems Group in Hong Kong with a mandate to establish and grow its Southeast Asian business. Since then, Ideal Systems SEA has built a reputation for engineering excellence and grown to more than 100 employees across Singapore, Malaysia and Indonesia. As customer demand increasingly shifts toward immersive digital experiences, corporate TV studios, LED display and content management systems,

unified and intelligent collaboration spaces, IP networking and AI-enabled audiovisual solutions, the company believes the time is right for a brand that better represents its future. The rebrand follows a change in ownership earlier this year, with CEO and Founder Fintan Mc Kiernan acquiring the remaining shares of the Southeast Asian business from Ideal Systems Group in Hong Kong. The transaction establishes AVBuddy Integration as an independently owned Southeast Asian systems integration company headquartered in Singapore.

The new identity reflects the company's strategic transformation from its broadcast heritage into a regional leader delivering integrated audiovisual solutions across corporate, education, hospitality, sports arenas, government, marine, retail, healthcare, airports and houses of worship.

"This is much more than a name change," said Fintan Mc Kiernan, Chief Executive Officer. "It marks the next chapter for our business. We are now an independently owned Singapore company with a clear focus on the future of audiovisual technology in Southeast Asia. While our name and visual identity are changing, our people, expertise, engineering capability and commitment to our customers remain the same. AVBuddy Integration reflects who we have

become and where our business is heading."

Built for the Future of Pro-AV

The AVBuddy Integration brand has been created around a simple philosophy: making next generation audiovisual technology easier to understand, deploy and support.

As organisations across Asia invest in digital transformation, AVBuddy Integration will continue helping customers design and implement technologies including:

- LED displays, video walls and digital signage
- Corporate collaboration, meeting and workplace technology
- Broadcast, media and production systems
- Command-and-control rooms and mission-critical AV solutions
- Enterprise AV, audio, networking and IP-based systems
- AI-enabled AV and workplace technologies
- Managed services and lifecycle support

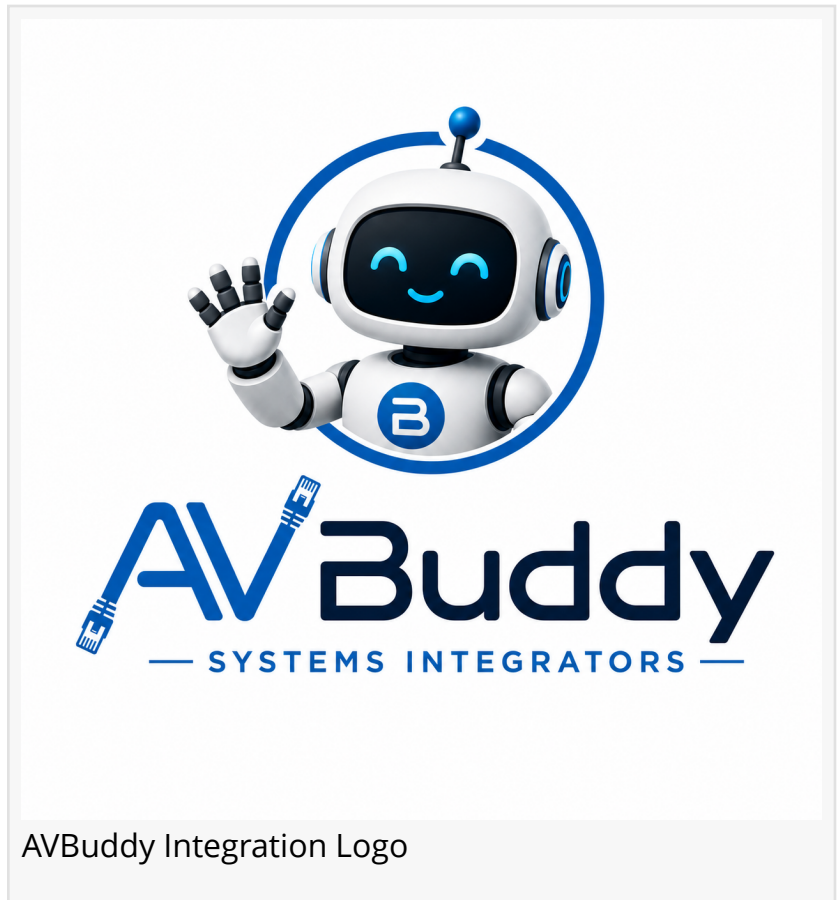
The company will continue partnering with the world's leading technology manufacturers while delivering international-quality Pro-AV installations from system design and project management through installation, commissioning and lifecycle support.

Regional Strength, Local Expertise

The rebranding will be rolled out across the company's offices in Malaysia, Singapore and Indonesia over the coming weeks. Existing customers will continue working with the same local teams, engineers and project managers they know today. The company emphasised that all existing contracts, warranties, service agreements and customer relationships will continue uninterrupted throughout the transition, with the company's registration numbers remaining unchanged and only the company name changing.

A New Brand with Familiar Values

While the company's name and visual identity is changing, its core values remain unchanged:



AVBuddy Integration Logo

- Innovation and Engineering Excellence
- Customer First
- Integrity
- Long-Term Partnerships
- Regional Expertise with Local Delivery and Strong Support

"The new AVBuddy Integration identity has been designed to be approachable, modern and technology-focused, reflecting our mission of making sophisticated AV solutions more accessible for customers across Southeast Asia," said Mc Kiernan. "AVBuddy was created around a simple idea: sophisticated AV technology shouldn't be difficult for customers to understand or use. Our role is to take complex technologies, integrate them into practical solutions and provide the engineering and support needed to make them work reliably over the long term."

The rebranding will include a new [corporate identity](#), website, marketing materials and expanded customer engagement initiatives, while preserving the technical excellence and trusted relationships that customers have relied upon for many years. The new structure also provides a stronger platform for future investment, innovation and regional expansion.

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