



COMPANY PROFILE

IDEAL GROUP
2018

www.idealsys.com

IDEAL GROUP

AT A GLANCE

Founded:	1989 (Ireland)
First Office:	1991 (Hong Kong)
Employee count:	160
Specialty:	Broadcast Systems Integration
Location:	Headquartered in Hong Kong (10 countries in APAC)



ABOUT IDEAL GROUP

IDEAL Group is an industry leading broadcast, audio visual, and media systems integrator providing innovative technology solutions to broadcast, telecommunications, enterprise, banking & finance, hospitality, F&B, retail, government, education and performance venue clients. Aside from providing superior systems integration services, our other service offerings include design consultancy of broadcast production facilities and mobile OB trucks, audio visual design consultancy, cloud services, software design and live event broadcast equipment leasing.

Founded in 1989 with headquarters in Hong Kong, we now operate in countries with 14 offices in the Asia-Pacific region including Beijing, Shanghai, Guangzhou, Mumbai, New Delhi, Tokyo, Singapore, Taipei, Bangkok, Kuala Lumpur, Jakarta, Manila and our new Middle East region office in Dubai.

In an ever-evolving industry, with differing levels of development in regions, IDEAL Systems manages to stay at the forefront in ground-breaking technological advancements that are used by us as next generation solutions to future projects. On top of industry leading knowledge, our 28 years of service and experience gives us the ability to adapt to changing conditions and requirements on a client-by-client basis, giving true flexibility.

It's our mission to optimise hardware and software solutions reducing your TCO and increasing your revenues. We create the IDEAL system for you.

HISTORY



IDEAL has led the introduction and development of cutting edge technological solutions since the 1980's. Originally founded in Dublin, Ireland, its reputation grew from building recording studios for the likes of U2, The Rolling Stones, and Europe's first all digital post-production facility, The Mill (London). From there, Hong Kong was chosen as a main export target and subsequently became the first office in Asia-Pacific to be opened in 1991 after a successful spell within the region.



In the 90's, Asian broadcasters and post-production houses were quick to move ahead from analogue to digital technologies as the new digital satellite channels were beginning their extensive expansion programs. Ideal were soon working with the region's leading post-production houses and multi-national satellite companies. Today, IDEAL Systems continue to make leaps and bounds in providing quality systems design and integration to client specifics; Our roster of clients includes some of the most established names in broadcasting. We continue to build trust with our clients as we acquire exclusive contracts and new ventures with this successful formula of providing quality systems design, integration and supplying best-in-field technology.



PHILOSOPHY



BUSINESS UNITS



BROADCAST
SYSTEMS INTEGRATION



AUDIO VISUAL SYSTEMS
INTEGRATION



IDEAL LIVE



IDEAL CLOUD



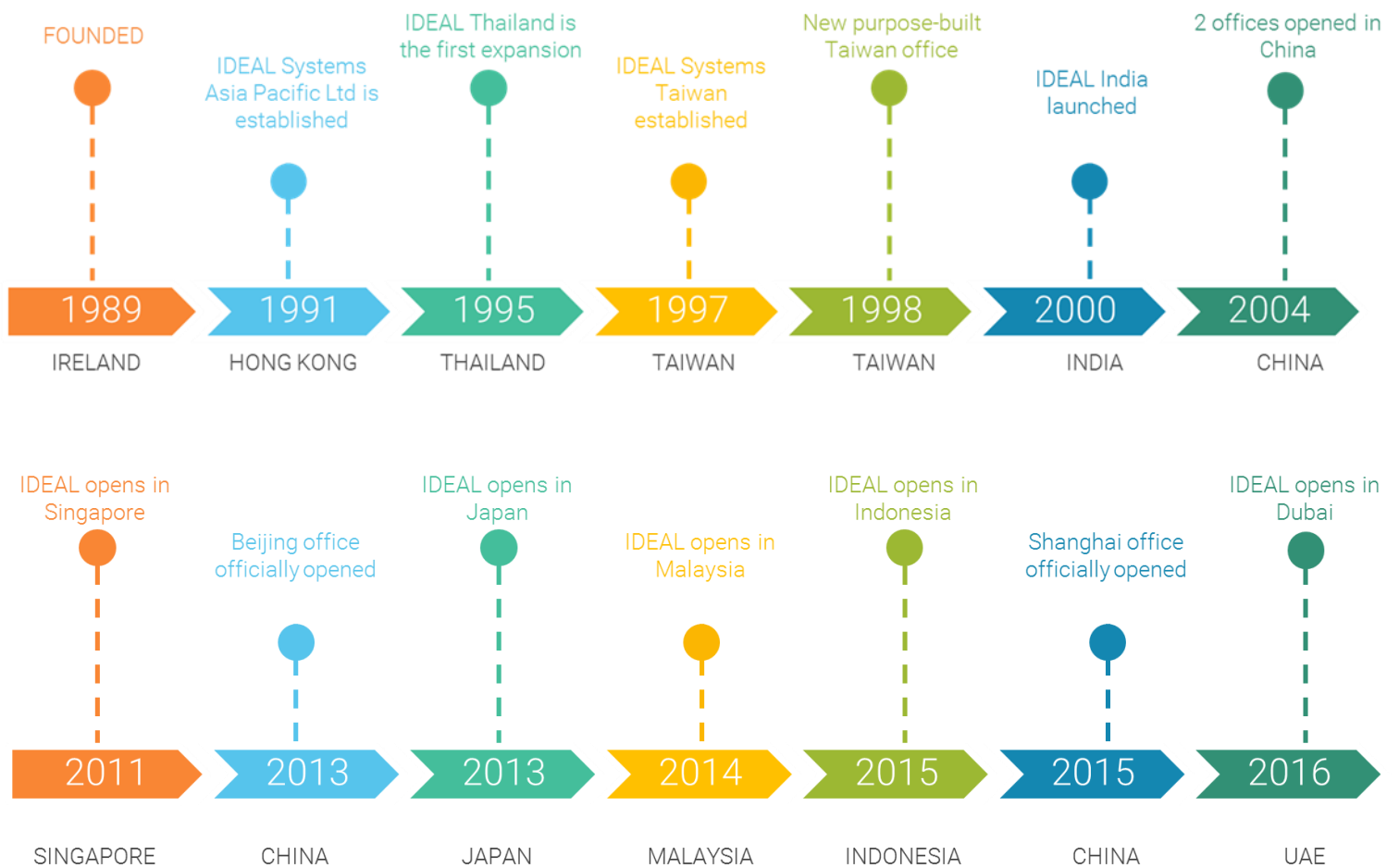
SOFTWARE



INTERIOR DESIGN

IDEAL AT A GLANCE

Our company's expansion starts from the first IDEAL entity in Hong Kong



AWARDS

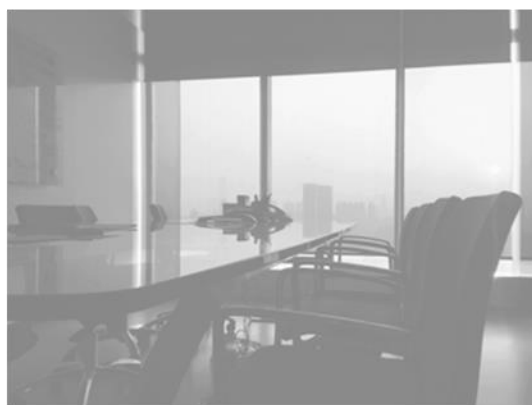
With a strong presence in Asia Pacific, our efforts and notable works had received recognition



SERVICES

Client-Engaged Solutions Modeling

We iterate through customer needs and proposed solutions until we produce the final detailed budgets and scope of work. These detailed budgets define specific equipment; provide technical descriptions and a high-level system design to meet current and future operational needs.



Experienced Consultants

We offer over 28 years of experience that helps define a project based on requirements. We meet regularly with existing and new clients to discuss impending work and assist with refining ideas and concepts into actual plans, including staffing requirements, technical requirements, proposed premises, and overall budgets. We offer advice to service professionals about different types of solutions or products based on specific needs and approach suggestions about new technology implementations. In addition, we review current and future systems capabilities to identify strengths and weaknesses.



Project Management

Certified Project Managers

We provide industry-leading, experienced project management services that includes planning, requirement analysis, refinement, quality control, third-party management (sub-contractors and suppliers), reporting, installation, testing, and on-going maintenance.



Integrated Design team

Utilising state-of-the-art tools, Ideal creates cutting edge designs and solutions for our clients. We draw upon our distinct resources through our geographical diversity, allowing us to give a quick and comprehensive proposal for a diverse range of work scopes.

Installation

We work harmoniously with all people, from on-site contractors, to the architects and designers. We can warehouse all the equipment, oversee all logistics, and supervise all elements of a build to efficiently keep to your schedule.

Testing

Our engineers commission each individual piece of equipment of a complete system with the customer's engineering staff and management in order to train them on the system and to obtain signoffs.

After Support

Software Support

All software sold by IDEAL Systems comes with software support agreements. Our engineers provide comprehensive on-site support within the Asian time-zone for each of our markets. Each market we serve has a service manager that is available to the client, at a moment's notice, for all out-of-hours local support. When a client gives us an issue to resolve, we progress their issues to completion, giving them the ability to focus on their priorities.

Hardware Maintenance

IDEAL Systems provides on-site maintenance service for all hardware products supplied. Engineering support ensures the systems we supply continue to function as designed, and continue to satisfy our customer's requirements. On-going support allows the client to place their trust in IDEAL, having peace-of-mind that we are always there to offer assistance and corrective action should anything go wrong.





INTERIOR DESIGN

IDEAL Systems offers a complete and thorough interior design and architectural consultancy service to broadcasters for a green field site or revamping of existing facilities. Our award winning in-house interior design studio team is able to provide integrated designs for media facilities and corporate environments within Asia.

We have built some of the most impressive studios and facilities in Asia Pacific over the last 28 years with the likes of Phoenix TV's facility relocation in Hong Kong, to our newest completed project with Fox Sports in Singapore. Having many years of experience and an in-depth understanding of the complexity of building the technical backbone for a broadcast facility, we complete the works in conjunction with the system integration timeline and complexities.

Our in-house team works to deliver a space plan with unique features, finishes, and lighting all to create an environment that is attractive, functional, and carries forward the corporate image. For some reference of our works, please view our project section.



BROADCAST TECHNOLOGY PARTNERS



ALLEN & HEATH



biamp.



BrightSign®



CHRISTIE®



ClearOne.

CLOCKAUDIO®



cyviz



Extron.



LEYARD

visual engineering
LIGHTWARE



Martin®
HARMAN



NEC

PLANAR
A LEYARD Company



SiliconCore¹

FURMAN



Stewart
FILMSCREEN

AV TECHNOLOGY PARTNERS

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astro

CCTV.

CNN

CityU
香港城市大學
City University of Hong Kong
專業 創新 服務全球
Professional Creative
For The World

BANGKOK UNIVERSITY
THE FACULTY OF MASS COMMUNICATIONS

Bloomberg TELEVISION

FOX SPORTS

FOX International Channels

CHANNEL [V]

GLOBECAST

HBO®

湖南卫视芒果TV

Infosys®

MediaCorp logo

MEDIACORP

MorganStanley

NEXT DIGITAL

now TV

NDTV

鳳凰衛視

PCCW®
電訊盈科

SONY PICTURES

Singtel

TATA SKY

Tencent 腾讯

TELSTRA

THAICOM

Thai PBS

THOMSON REUTERS

TOT
TELECOM OF THAILAND

turner

RTHK
香港電台

TVB

TVBS

CNBC

rym

Network 18

ESPN

STAR

MACAU CABLE TV
澳門有線電視

ITE

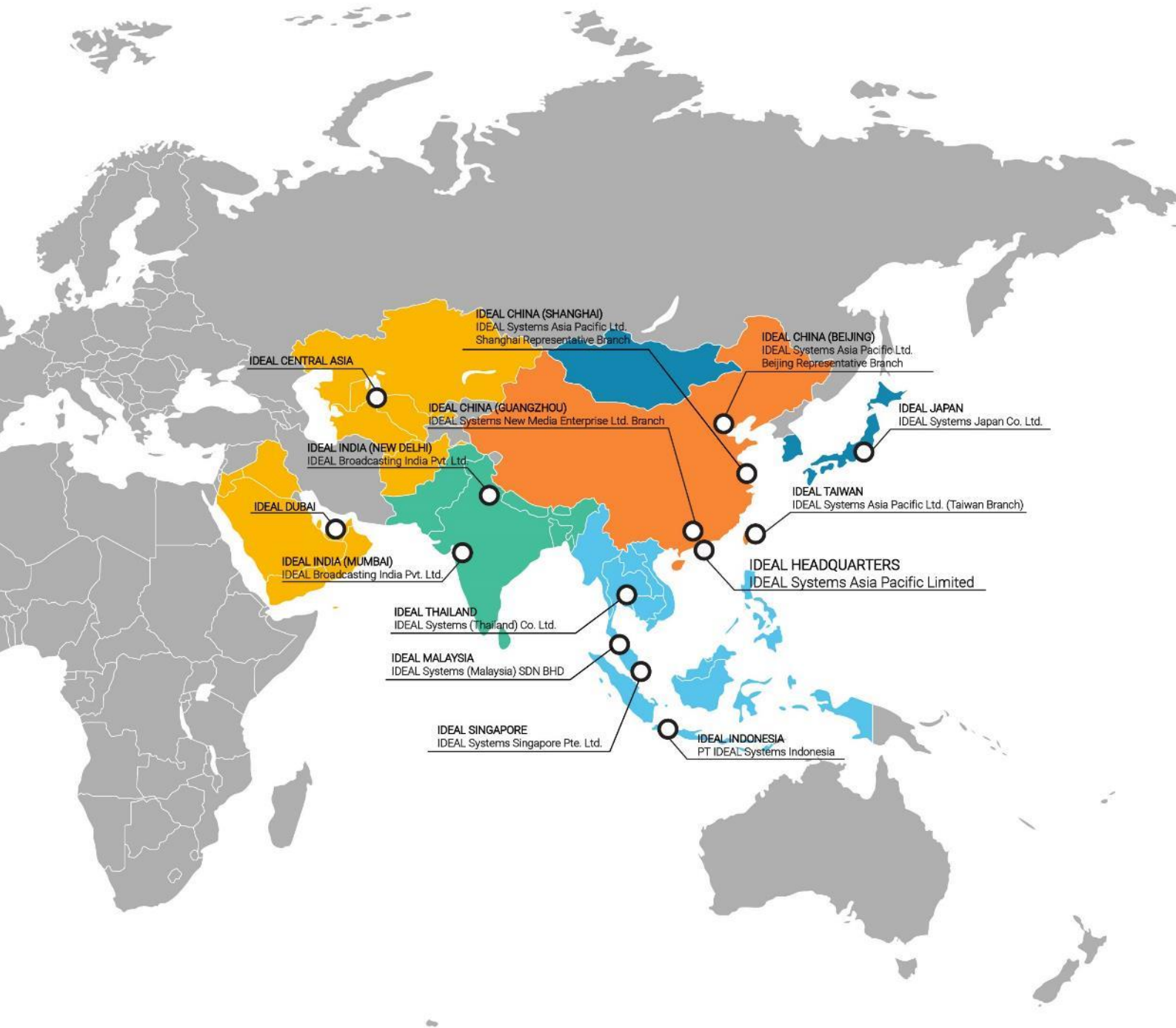
OUR CLIENTS

IDEAL LOCATIONS



IDEAL Group operates in 10 countries and 14 office locations around Asia Pacific. The first IDEAL office opened in 1991 in Hong Kong and has subsequently expanded over the last 28 years to support every major client in the industry.

As a leading systems integrator for broadcast, audio visual & media, government, and corporate entities within Asia Pacific, IDEAL's expansive network helps support organizations across geographic locations, all the while building a better and diverse outlook.



PROJECTS

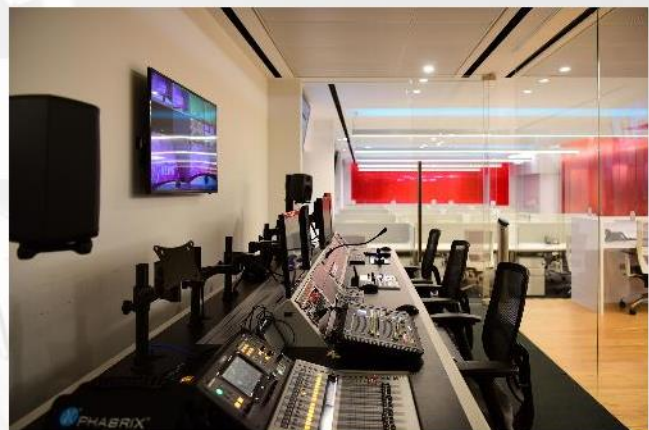
TAKUNG WEN WEI MEDIA GROUP STUDIO & FACILITY



Ta Kung Wen Wei Media Group (TKWWMG) formed in 2016 when two prominent pro-Beijing newspapers, with offices in Hong Kong, merged to create a new entity called Ta Kung Wen Wei Media Group.

Head Architecture of Hong Kong designed the new TKWWMG office space and IDEAL Systems was awarded the technical aspect project which consisted of the design and installation of a television studio and social media video production facility along with the internal Audio Visual facilities, 6x3 videowall, video conferencing and IPTV system.

The Broadcast Division designed and built the two-set studio including VR Set with tracking, and the physical set with open office backdrop. All ancillary systems such as studio lighting, production control room, post production station, and a small central equipment room were also designed and built by IDEAL. The AV & Broadcast project was successfully completed in June 2017.



YAHOO TAIWAN Studio Facility



IDEAL Systems has been selected by Yahoo to design and build new studio facilities in Taiwan.

These included the studio AV equipment & control system; studio lighting & control system; studio mechanical & electrical system; studio fire protection system and studio common lighting system.

Moreover, IDEAL was responsible for the interior design & construction of the studio based on agreed layout & design of the studio; addition & alteration of existing workspace and also the demolition of existing wall, floor & ceiling for the construction of the studio.



PCCW GLOBAL

World's First Live 360 Virtual Reality Broadcast



PCCW Global and IDEAL Systems collaborated for the world's first live 360 virtual reality broadcast of the 2017 Cathay Pacific/HSBC Hong Kong Sevens.

The collaboration involved IDEAL Systems delivering the content acquisition using a number of pitch-side Nokia OZO 360° cameras*. These cameras provided a UHD IP signal which was delivered over HKT fiber to Nokia servers in the control room, to facilitate live stitching from each of the cameras' eight 2K lenses to create multiple stitched 3D UHD streams.

These 360° audio and video streams were switched and passed through to the Harmonic Electra VS encoders for delivery to the PCCW Global media delivery network. Six streams were routed from the stadium for live distribution by Now TV to consumers' mobile devices, PCs and VR headsets, including Samsung Gear VR, HTC Vive, Zeiss VR One Plus and Google Cardboard via YouTube 360.



PERFORM PJ

New Digital Live Sports Production Centre



Perform PJ strengthened their presence in the Asia Pacific region by cooperating with IDEAL Systems to launch their new Digital Live Sports Production Centre in Tokyo Japan.

The Tokyo centre allows Live Content to be edited and overdubbed in Japanese for their worldwide OTT Platform.

IDEAL Systems provided the Ingest and Playout, Production Control Rooms, Commentary Booths, Media Asset Management System, Edit Suites and Audio Post Production, to ensure the launch of the DAZN service in Japan.



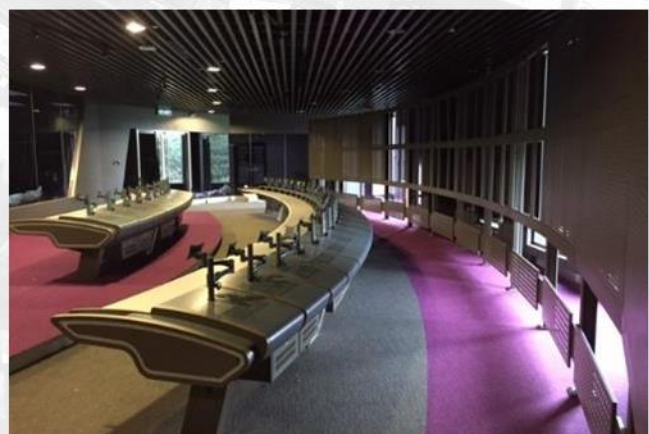
ASTRO Studio Facility



The Astro ACBC facility is a new 5 storey building that will house and load balance service between Astro's main facility. It also acts as disaster recovery facility in order to be able to manage a 50/50 load during any crisis situation. Both facilities are completely standalone with their own uplinks/downlinks and are fully connected with dark fibre connectivity. There is a TVRO farm with over 60 downlinks and as well as 20 metre simulate and 3X20 metre uplinks dishes pointing to the various Measat satellites.



At the end of 2016, this facility will have over 50 local playout automation channels, 50 pass-through channels and 36 content controlled channels that run in this facility. This facility was recently used to run part of the 12 live Olympic channels. This new Station also houses and uses a new media asset management system as well as non-linear, video on demand, Live and VOD OTT services and operations as well as a 4Peta Byte mirrored and cloud based storage and archive system.



GLOBECAST (Los Angeles, CA, USA)

Studio Facility



SoftCast Technology was selected by Globecast Americas to migrate their Media Factory operations and Multi-Channel Playout facility from its existing location in Miami, Florida to a new playout facility Los Angeles, California designed and built by IDEAL Systems.

The migration involved the commissioning of new Ingest & Multi-Channel Playout platforms, as well as the migration of all assets stored within an old tape library situated in their Miami facility. All media files contained in the legacy systems were of a proprietary format, so the brief was further extended to ensure the content was transcoded into the industry standard IMX30 MXF D10 format that could be played out on SoftCast, as well as be re-purposed for other requirements such as non-linear VOD and editing requirements in the future.



TENCENT UHD (4K HDR) TV OB Truck



With experience in producing Outside Broadcasting Vans fit out for clients in Asia Pacific, IDEAL designed one for Tencent with the following new technology applications:

- Quad link 2 sample interleave(2SI)
- Operation HDR(ITU-R BT.2020)
- TICO available to transmit a 12G (UHD/4K) video with a single cable in 3G bandwidth
- Based on SMPTE 2022-6 ,SMPTE 2022-7 , ability to upgrade SMPTE 2110
- Audio with Dante delivery and control over a standard Ethernet
- MADI for multi-channel AES to embed and de-embed



TATA SKY

Direct to Home Facility



IDEAL has been the technology consultant and Systems Integrator for Tata Sky since it was set up in 2006.

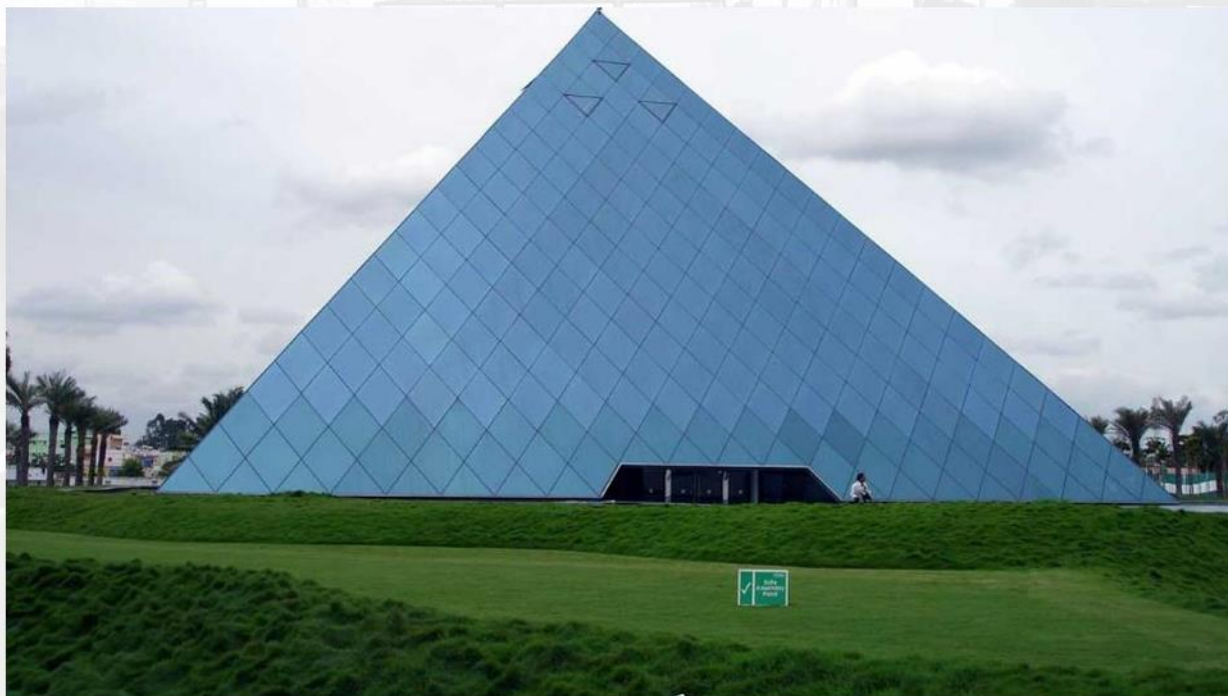
Over the years IDEAL has built over 300 channel turnaround facility, Multi Channel Playout platforms, put in place a Media Asset Management facility, a Traffic & Billing System.

We have been working with T Sky to address their various requirement ranging from consultancy, turnkey projects, supply of solutions to supply of stand alone equipment.



INFOSYS

Communication Centre



Set in Bangalore Campus of Infosys , this studio project set up by us is being used for internal communications, press meets, training programs , quarterly result announcements.

A state of the art Multi Cam set up was designed and built to the high standards of Infosys . The furniture was custom made to their specifications.



NAAPTOL ONLINE SHOPPING CHANNEL Studios, PCR, & Playout Systems



Naaptol awarded the turnkey implementation of their studios & playout to IDEAL in 2015.

Since then IDEAL has done multiple expansions. The state of the art facility houses Three Multi Cam studios & a 12 channel playout, making it one of the largest TV shopping networks in the region.

The OEM partners for the project included Imagine, Sony, Fujinon, Vitec, Chyron Vidigo, Snell Advanced Media, Soundcraft to name a few.



TENCENT UTOPIA

Live Reality TV Show



IDEAL Systems provided the turnkey solution for Tencent's new live-on-air TV Show, "The 15 of Us" where 15 individuals from China work together to create a self-sustaining society in an isolated mountain region in Tong Lu. The show is a collaboration with Dutch media provider, Talpa, and loosely based on their hit reality show "Utopia".

The show is the first of this scale to be developed primarily for digital broadcasting. The facility covers an impressive 1.5 hectares with 120 remotely controlled HD cameras, 24 wireless and 56 shotgun microphones with a customised receiver network, and additional wireless and lighting equipment for extended coverage. The new build also supports a complete and versatile video production and content management system, power and ventilation, a post-production facility, central equipment room, and a master control room to manage the show's ongoing live feed.

The show encompasses live uninterrupted broadcasting via China Tencent's online video streaming with 4 video servers enabling post-editing for nationwide distribution to TV channels.



FOX INTERNATIONAL New Fusionopolis Studio



IDEAL was tasked with designing, supplying and building the new HD studios, broadcast consoles, MCR, PCR and Customised Acoustic Paneling in Singapore.

Within the scope of the build included 2 multi-scene HD sets, studio control room, audio booths including custom consoles and acoustic paneling. Ideal also designed the broadcast baseband and IT networks, IT cabling for the entire facility, and an internal IPTV system. Key systems within the production suites include Snell's Kahuna 360 Compact vision mixer, Vega router and MV-Series multi-viewers, whilst Audio Control Rooms are equipped with audio mixers with SSL and Allen and Heath. The studios are equipped with Panasonic HD cameras with highly customised LED lighting colour control systems.

The project was completed on schedule in 2014 with a 12-week deadline to start.



- 01-30 March
Malaysia Grand Prix
Kuala Lumpur
- 04-20 April
Chinese Grand Prix
Shanghai
- 05-01 May
Spanish Grand Prix
Circuit de Catalunya
- 22-25 May
Monaco Grand Prix
Monte-Carlo

ENCOMPASS

New 300 Channel MCR



The Mega Pod is a new 300 Channel MCR. The facility enables Encompass to improve its response time with an automated switch-over feature to back-up content. This new facility provides a multi-tiered problem escalation and resolution approach giving clients a fail-safe, higher quality of service.

Together with the company's existing facility, the Encompass Mega Pod offers clients a robust infrastructure or increased capacity for playout, distribution, digital media manipulation, ad inserts, creative, technical and global archival services. In addition, the facility houses a post-production studio providing end-to-end solutions for creating and delivering content.



	Australian Grand Prix Melbourne 18-19 March	
	Malaysia Grand Prix Kuala Lumpur 4-6 April	
	Bahrain Grand Prix Sakhir 10-12 April	
	Chinese Grand Prix Shanghai 9-11 May	
	Spanish Grand Prix Circuit de Catalunya 22-25 May	
	Monaco Grand Prix Monte-Carlo	

GLOBECAST ASIA Mediapolis Facility Migration



IDEAL Systems in Singapore designed, and built the new broadcast system and facility for GlobeCast Asia. This system has an initial capacity for 15 local playout channels and 20 turnaround channels headend, which are transmitted throughout Asia.

This site is designed to be flexible which allows for easy system expansion with minimal disruption. It includes all ancillary systems such as a Tape Archive and HSM system, storage systems, subtitling systems, delay systems, ad insertion systems, regional breakouts, voice over rooms, and presentation suites. Technology used includes Evertz, Thomson, Harmonic, Snell, and Cisco.

The original HSM and Tape library supplied by Front Porch DivArchive and Oracle were replaced and migrated into a Xendata HSM with a Quantum Tape library system upon competitive and technical evaluation.



NEXT MEDIA HD TAPELESS STUDIO

Studios, PCR, Newsroom, editing & Playout Systems



8 x HDTV Studios including Robotics Systems, Master Control and 2x Presentation Suites. 3D State of the Art Graphics System, Post Production System, Interior Design of the complete facility. Newsroom System including 100 Journalist Workstations,

Non Linear Editing and Regional Studios.

Next Media based in Taipei planned to be Taiwan's first fully HD news channel. From acquisition to playout the huge file sizes require the fastest networks storage and editing systems to keep pace with live news.

IDEAL was responsible for Studios, PCR, Newsroom, editing and playout systems. Technologies include Thomson, Miranda, ENPS, Evertz and Vinten.



PHOENIX TV HONG KONG Headquarters Relocation



IDEAL Systems was appointed the Systems Integrator for migrating and building the system in the new Phoenix Satellite Television in Hong Kong.

IDEAL Systems built a State of the art HD News facility for Phoenix TV, the leading Chinese language international broadcaster in China. Breaking away from the norm, Ideal not only did the system integration for the project, but also the set design with our internal interior design department, studio design and defined the aesthetic look of the whole facility. It was also the first HD ready system to be installed in Hong Kong.

Included in the project scope were 5 studios; each of the studios has a dedicated PCR and ACR. The News Room is built for 80 journalists. Technology used includes Miranda, GVG, Orad, Yamaha, RTS, Wheatstone and Sony. As part of the systems, IDEAL also supplied and installed an Archive system consisting of a DivArchive HSM and IBM Tape Library system.



MORGAN STANLEY CER Facility & MCR Distribution



The Central Equipment Room (CER) was the first room completed in the Xanadu Project as it would serve as the "Heart" of the operation. This included a 12ch HD/SDI Omneon Video Server Recording System, ProBel HD/SDI and Audio Routers, Extron Fibre and RGB Routers,, all controlled by the centralized Crestron Control System.

Miranda Distribution and Processing was implemented as well as the Miranda Multiviewer System which fed the Mitsubishi Cube Projectors which can be seen in the Master Control Room (MCR) also delivered by IDEAL.

IDEAL also provided the Wisi Head-End solution for the distribution of RF signal in-house spanning about 20 floors.

The client provided PC and Server equipment which Ideal integrated into the solution. Technical furniture was also manufactured and installed as per client spec's. The system launched in 2009 through its international network.



BLOOMBERG

Studios & Post Production Suites



The pictures on the left shows the main studio which goes live every morning, and the second studio which is used for interviews. Both studios were SD digital video.

IDEAL also provided two post production suites on Avid platform, and a radio production suite.

In addition two locations were permanently set up on the Trading Floor for live crosses during the day's trading. These "Deskcam" locations consisted of a stand-alone single camera system with video and audio monitoring, and lighting. As per the studio cameras, the Deskcam was remotely operated by Tokyo Headend.

The Central Equipment Room Broadcast Equipment was also supplied and Installed by IDEAL.



BANGKOK UNIVERSITY

Art Production, Post-production & Playout facility



State of the art production, post-production & playout facility; to enable the University to provide Degree level studies in Film & TV. IDEAL Systems provided full turnkey design, aircon, acoustic & civil construction.

Included 3 full broadcast standard studios, 1 theatre, 27 NLS suites & central equipment MCR.

The facility has positioned Bangkok University as Thailand's top multimedia university.



TELEVISION BROADCAST LTD (TVB)

Largest News Production System & System Integration



IDEAL Systems built Hong Kong's largest news production system for 2 terrestrial channels & a 24 Hour News Service, consisting of 5 high-end Robotic Digital Studios, 220 seats of ENPS, 16 Avid Newscutter edit suites & Graphics facility.

ENPS production was integrated with Harris News automation for a complete end-to-end solution.



TELEVISION BROADCAST LTD (TVB) Digital Broadcast Centre Migration



Hong Kong's largest terrestrial broadcaster moved to a new Digital Broadcast Centre in 2002. IDEAL Systems designed the complete MCR & Presentation Area which included Harris automation, Pinnacle servers, Thomson routers & master control.

This project demanded moving existing terrestrial & satellite channels while keeping them on the air. The system included extensive video, audio monitoring & alarm systems.



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