

Power to evolve: Introducing proAV - the new name for Asysco in 2010

Asysco Ltd, audio visual systems integration specialist, is changing its name to proAV on 1st April 2010

(FV Newswire) December 29, 2009 -- Never an organisation to stand still in the fast-paced world of professional audio visual, Asysco Limited is changing its name to proAV Limited on 1st April 2010. The move reflects its status as the dynamic force at the heart of the proAV systems integration industry.

When Asysco acquired proAV Limited earlier this year from the award-winning commercial interiors specialist, the TSK Group plc, it marked a powerful union that advanced Asysco's expansion into new vertical markets, namely the international hotel sector, and enhanced its geographic reach.

The acquisition closed the loop on Asysco's presence in all key market sectors and brought with it new expertise and the potential for a brand identity that defined all that forward-thinking professional AV systems integration represents.

For over 40 years, the company has consistently been at the forefront of development in audio visual communications, and has adapted and evolved alongside the technologies that underpin the organisation. Today, it has become synonymous with world class proAV systems and successfully driven more inspirational, collaborative experiences into more sectors than the European AV industry could ever have envisaged.

It is also a widely held belief that, in recent years, the Asysco proAV online impact has come to dominate the industry's profile and influence the way people now view professional audio visual as a powerful communications medium.

proAV captures the essence of this dynamic, highly emotive medium and, in the months to come, will take that impact to a new level, as Ray Phillpot, Chairman of Asysco proAV reveals:

'The AV industry has kept pace with the technology it is now synonymous with,' he asserts. 'This isn't an environment where major players can afford to stand still and, for us, the acquisition of proAV Limited was simply a part of the AV evolutionary process that has opened new, more revolutionary doors.'

'The proAV name represents a powerful brand identity that reinforces our desire to create inspired AV solutions and make them more accessible within this highly competitive technological arena. Quite simply, proAV® is the symbol that reflects our power to evolve - the future suddenly looks very exciting!'

Through its network of offices across the UK, the same teams of the industry's finest AV specialists will continue to provide technologically innovative systems for communication, display, entertainment, information and presentation. proAV specialists are experts within their market sectors; delivering world class solutions and support to corporate, education, hotel, leisure, government and public sector organisations, as well as private clients.

For more details, please visit the Asysco website at <http://www.asysco.co.uk>

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