

# ZeeVee Names Kaira Technologies as Southeast Asia Distributor

LITTLETON, Mass. and SINGAPORE, September 11, 2023 – ZeeVee, a leading global provider of AV distribution products, has named [Kaira Technologies Pte Limited](#) as a distributor of its AV over IP (AVoIP) encoders and decoders in Singapore and Malaysia.

Based in Singapore, Kaira is an information and communications technology (ICT) distributor specializing in innovative security software and digital display solutions, as well as cutting edge networking and data storage products. It is the distributor for Netgear products in both countries. Kaira will now add ZeeVee's AV signal distribution products, including ZyPer4K SDVoE and ZyPerUHD60 AVoIP encoders and decoders, to its roster of offerings for its customers across the corporate, education, government, healthcare, financial services and manufacturing sectors.

According to Rajesh Attal, CEO, Kaira, the pro AV market, led by the adoption of AV over IP, is experiencing significant growth in the region, particularly in the outdoor advertising, live event, sports broadcasting, healthcare and smart city arenas. User experiences are being transformed as integrators are giving their customers the ability to add and manage endpoints without major infrastructure changes. Furthermore, the integration of AVoIP with AI and analytics can lead to innovative applications, such as real-time audience engagement analysis, content personalization and automated content tagging.

“Our partnership with ZeeVee will enable us to meet the evolving trends of the market and the needs of our regional partners with AV over IP driven solutions that afford unprecedented performance, scalability and flexibility,” said Attal. “We are confident that the company’s highly regarded products, as well as our shared dedication to training and support, will positively transform the way our customers design, implement and deliver exceptional audio-visual experiences.”

“In a competitive Southeast Asia ICT market, Kaira is known not only for its technological expertise, but for its innovative design and consultations services,” said Ricky Tan, regional sales manager, SE Asia, ZeeVee. “We look forward to working closely with the company to further build our brand locally by supplying the latest products and solutions that will help shape the future of the pro AV and IT industries in this important region.”

## About ZeeVee

ZeeVee ([www.zeevee.com](http://www.zeevee.com)) is a leading provider of AV distribution technology. The company has transformed the digital video industry with its award-winning encoders, decoders and software solutions for the pro AV and IT marketplace. Integrators and consultants rely on ZeeVee for its innovative, cost-effective and easy to install AVoIP and RF distribution platforms for their corporate, higher education, government, healthcare, casino, museum, hospitality and retail customers. A founding member of the SDVoE Alliance, ZeeVee holds a GSA schedule, and its products are TAA-compliant. ZeeVee is headquartered in the greater Boston area with European HQ in Augsburg, Germany and SE Asian offices in Singapore.

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