

Dr. (H.C) Hoo Geok Choong

### Honorary Doctorate in AudioVisual Technology

Hoo Geok Choong, a notable figure in the field of audiovisual technology, has distinguished himself through a combination of technical expertise, innovative leadership, and a commitment to excellence. His impressive career, rooted in a deep passion for technology, has made him a deserving candidate for an Honorary Doctorate Degree from the University of Oxford, endorsed by the Oxford International University and College Committee.

Born in Malaysia, Mr. Hoo's early interest in technology led him to pursue a diploma in agriculture engineering from Polytechnic Kota Bharu in 1997. This academic foundation set the stage for his future achievements in audiovisual technology. In 2007, Mr. Hoo embarked on a significant professional journey, joining ICT Zone Private Limited as the Technical Director. During his tenure at ICT Zone, he was instrumental in transforming the company, managing ICT rental services across diverse sectors, and establishing it as a reputable name in the industry. His innovative solutions and leadership skills were key factors in this transformation.

Mr. Hoo's career took a new turn in 2019 with the founding of Projection Synergy Private Limited. Under his leadership, the company rapidly became a leading service and repair center for projection systems in Malaysia. His visionary approach and commitment to excellence fostered a positive work environment and led to significant growth, expanding the company's team to 30 professionals.

His extensive experience extends to conducting seminars, technology updates, and workshops, primarily for the public sector. Mr. Hoo has delivered over 20 lectures annually from 2013 to 2023, attracting more than 2000 participants each year. His efforts in facilitating the transfer of projection system knowledge and technology from South Korea (2007-2013) and China (2013-present) demonstrate his commitment to continuous learning and skill enhancement.

In his company, Mr. Hoo specializes in pioneering new methodologies for service, repair, and ultrasonic chemical cleaning of projection systems. He is actively involved in research and development, focusing on innovative methods to expedite service and repair processes. His technical acumen and analytical skills have been pivotal in identifying and capitalizing on growth opportunities, leading to the company's strategic expansion into three additional regional states by 2024.

Mr. Hoo's role in Projection Synergy Private Limited transcends technical expertise; he is a visionary leader who constantly explores new horizons in audiovisual technology. His contributions to research and development have not only benefitted his company but have also significantly advanced the industry as a whole.

As he pursues the Honorary Doctorate Degree from the Oxford International University & College Committee, Mr. Hoo brings a wealth of experience and a track record of excellence to the table. His journey in the field of audiovisual technology is marked by technical mastery, innovative thinking, and an unwavering dedication to his profession.

In preparation for a leadership and organizational transformation workshop, Mr. Hoo is set to further refine his skills and expand his knowledge. His focus on creating value, driving efficiency, and enhancing employee engagement highlights his readiness for new challenges and his ongoing pursuit of excellence in his field.

In conclusion, Mr. Hoo Geok Choong's candidacy for the Honorary Doctorate Degree is supported by his remarkable achievements in audiovisual technology, including his innovative leadership, technical solutions, and transformative impact on the industry. His dedication to lifelong learning and professional growth makes him an exemplary candidate for this prestigious recognition.