

Satellite Shopping in HongKong

It's not a real surprise that satellite reception is not a major issue in Hong Kong. The city is one of the world's most densely populated urban areas full with high-rise buildings and therefore not the best of places for installing satellite dishes. Apart from that, cable television has been available for decades so the big question is: how about buying satellite components in such a place?

"There are five satellite shops in Hong Kong," explains Chris Lee, the project manager in one of them, called IntelliTech on Alp Liu Road in the Shum Shui suburb of Hong Kong's north. He goes on telling us that "most of our customers are professional installers for CATV systems."

And that's also a determining factor for IntelliTech's product range, which is mainly made up of professional distribution components. Everything from C band antennas with diameters between 180 and 300 cm all the way to 60 cm Ku band dishes is available.

"We sell about 20 systems a month," Chris reveals some business details, "which is about

the same volume as our competitors." This means satellite business in Hong Kong is quite small and straightforward.

When asked where IntelliTech sources its products Chris points out that they "obtain the Ku band dishes from China, C band LNBS from the United States and Taiwan, and the Ku band dishes from Taiwan as well". IntelliTech also sells professional measuring equipment which they also obtain from Taiwan, according to Chris Lee. The advent of HDTV will not really influence or change satellite business in Hong Kong, as HDTV will also reach the city's homes via cable networks rather than via satellite.



▲ Chris Lee is the project manager of IntelliTech, one of five satellite shops in Hong Kong. LNBS and measuring systems are presented in the display next to Chris Lee. IntelliTech has everything in store that is required for the professional installation of CATV and MATV systems.

◀ Alp Liu Road is closed to traffic. Instead of cars, you can find permanently erected stalls on the road, offering all electronic equipment you might ever need.

While tourists pay a premium on Nathan Road in Tsim Sha Tsui in the posh centre of Hong Kong, Alp Liu Road is where the locals shop. The MTR subway (red line) conveniently takes you there.

This picture is taken directly toward the IntelliTech shop, even though you cannot see it as all the road stalls block the view.

