



AV CONSULTANT (INT'L) LTD

# No One Does it Better!

A recognized name in Hong Kong's Audio Visual industry AV Consultant has served all hues of customers from connoisseurs to trend chasers. The sheer diversity of the market has made the company a valuable resource for all things AV in Hong Kong.

**L**istening to the customer is a large part of our success, says Alan Lee of AV Consultant (Int'l) Ltd. Himself a well regarded, knowledgeable resource on all things audio-visual (AV), his firm has withstood the test of time. For nearly 20 years, AV Consultant has provided solutions to those wanting the best money can buy. Today, from The Penthouse, 1 Duddell Street, Central, Lee serves Hong Kong's AV aficionados with the same attention to their needs.

## At Your Service

Today, it is still a question of bringing the best to the customer but the emphasis is now on service more than it ever was, says Lee. Serving one of Asia's richest markets, Lee knows what it takes to succeed in this business.

"Good relations with suppliers, knowing what's available, gauging trends and offering good after sales service is what bring in the referral business. Our experience with installation places us in a niche because over the last few decades we have probably seen every requirement and met nearly every challenge and so our people are able to bring this experience to bear when serving customers today."

## What Customers Want

"Today, demand still exists for the mix-and-match home theatre systems but



ALAN LEE: "It's about a transfer of knowledge, user friendliness, trends and technology. It's also about managing customer expectations."

**"Recognised and an icon of the AV industry, he is the chairman of the Asia HD Association (AHDA) that promotes the latest AV trends and technology. Lee is also a CEIDA China Committee Member."**





The OLIVE 06HD

standalone music library systems like OLIVE help you enjoy the effect of a high quality HD music system. Systems like OLIVE come with innovative design, a huge display and perfect audiophile sound. On the speakers side, today customers want speakers that blend with their home décor, not large obtrusive speakers that you décor has to conform to. Another trend worth noting is the movement away from darkness toward AV quality you can enjoy with the right kind of lighting. We are also seeing furniture that shake, rattle and roll according to the tempo of the movie playing. The common thread is toward 'family enjoyment'. The future is about integration with people's lives. Today's users have little time to enjoy these luxuries so they look for 'ease-of-use'. No one wants to spend \$300,000 upward on a system they have to read a manual in order to learn how to use."

### First Choice

Getting what you really need isn't easy in the Hong Kong market and customers can waste lots of time looking for what they need. In cases where customers know what they want, the challenge is on-time procurement, installation, service and more importantly after sales service, Lee explains.

"We focus on building relationships not just selling systems. Constant customer

interaction is what brings continuity. Relationship lead to referrals and more sales and a better understanding of what people really need. Quite a big part of our business is about managing customer expectations. Our customers often just ring us up for advice and we welcome

constant that customers want and need is – service. On that note, I request your readers to come visit our showroom or log into our site and experience the quality of our service. We would love to help you illuminate the possibilities. Let us add value to your lives." ■



such interaction as it shows how trusted we are. The more I look at how the industry and the market are evolving, there more convinced I get that we are growing into a services-reliant business.

Technology, new products are constantly coming to these markets. The

For additional information please visit  
[www.avconsultant.com.hk](http://www.avconsultant.com.hk)