



VEGA TECHNOLOGY LTD

Tomorrow's Solutions Available Today

When Hong Kong's most discerning companies want the best IT-enhanced AV solutions, they turn to VEGA Technology Ltd. Managing Director LAURIE CHOW speaks on the importance of being innovative and service orientated.

Vega was established in 1986, with the mission to enhance the legitimacy of the industry. Started as a distributor of audio-visual equipment, today Vega leads the industry and has become a one-stop AV/IT engineering service provider, offering one-stop-shop solutions.

Growth has been steady. Vega pioneered in establishing a sales office in Shenzhen to focus on the fast growing Greater China market in late 80's. In 1999, Vega even set up the manufacturing plant and research center in the same region to provide high quality OEM products to global brands.

Vega has set up another branch office in Macau to tap into potential business opportunities.

Started from 2010, Vega set up branch offices in Japan, Singapore, India, Taiwan, South Korea, Vietnam, as well as Australia. It employs more than 300 staffs all over the world and development continues making Vega a competitive multi-national AV company.

Laurie Chow, its managing director has interesting views on market trends shaping the growth of this dynamic industry.

"When Vega started, the education market was the biggest segment for the presentation equipment and technology. But as international business become more developed, cross-border communication requirements grew tremendously. Together with the software and hardware development, demand for



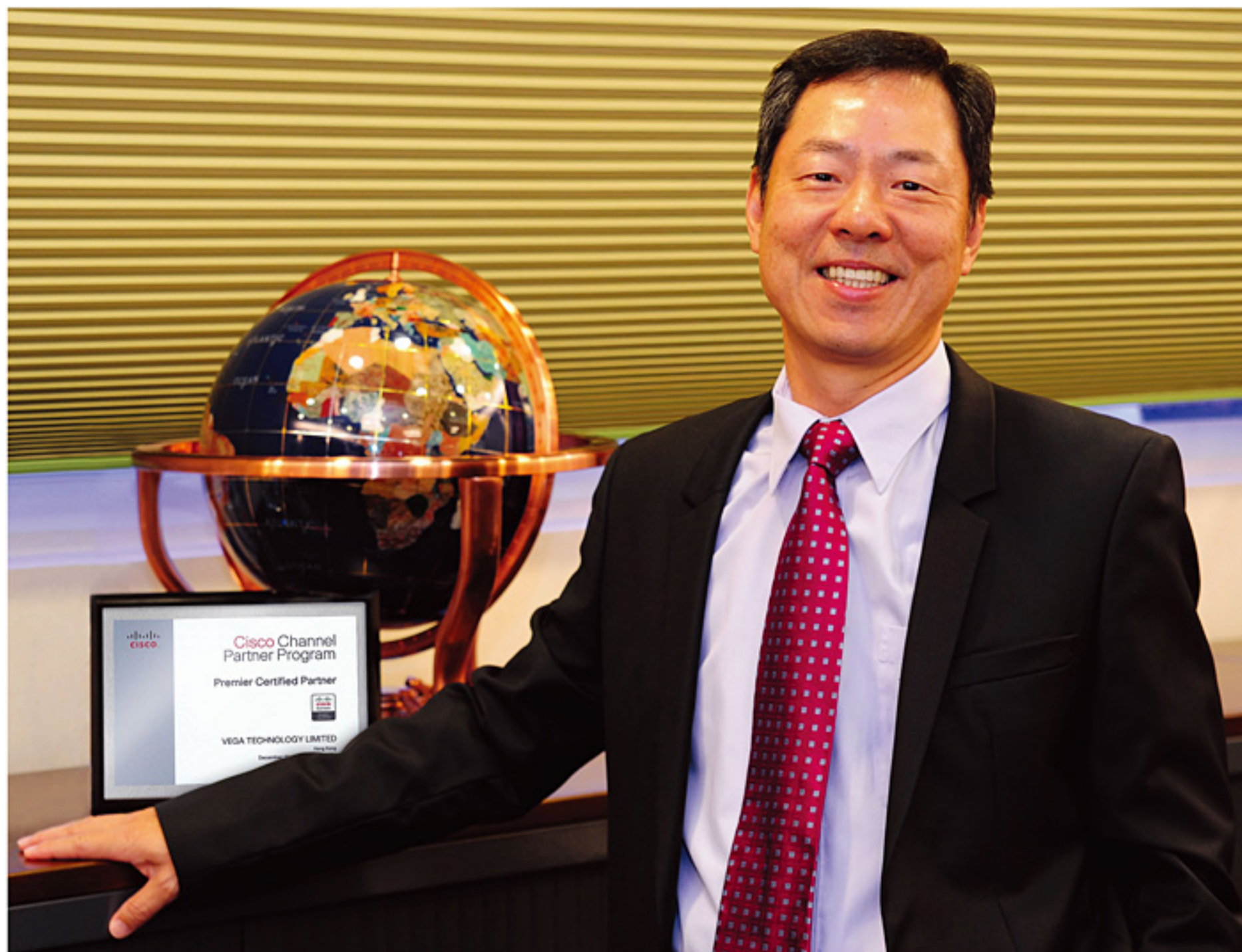
LAURIE CHOW: "Nearly all systems are custom-made for the users by integrating their requirements, environment assessment, and budgetary concerns."

presentation and communication systems grew in commercial business. With the strong development of unified communication, and today we see video collaboration, and presentation equipment and technology increasing in demand from all kinds of customers, regardless of business nature and region."

One-Stop-Shop

As a keen industry watcher, Chow notes that AV/IT market is expanding exponentially. "With the strong mission to

promote the professionalism of the AV/IT industry, global expansion becomes a target for us to further expand our business. From 2010, we have set up 2 new branch offices in Japan and Singapore. And in 2011, the number of branches office has increased to 13, covering nearly the whole Asia Pacific. Vega becomes the most competitive multi-national AV company in the industry, and we will continue to grow in order to promote AV/IT Industry to the worldwide market."



Through the sophisticated and reliable services teams, customers can feel the difference between our service quality and that offered by other companies.

"AV/IT solutions require a lot of products and system integration. It is not simply about purchasing the products and then putting them together. Customers are bound to have difficulties to arrive at their desired solutions without a "One-Stop-Shop" expert. Vega picks up this role by providing completed services from system design, supply professional equipment, project management, system installations, after-sales services, event support as well as AV-facilities managed services. Besides, since we have already set up 13 offices among Asian countries, we are able to help multi-national companies to standardize their AV, VC facilities and deploy to their offices all over Asia."

"Nearly all systems are custom-made for the users by integrating their requirement, environment assessment, and budgetary concerns. We will not simply propose the most technologically advanced products/systems to the customer, but rather the most suitable

system. We keep an eye on the technology development to enhance our knowledge while making proposals to the customers. For examples, there are some hottest technological systems that we can briefly introduce here:

- HD solution for presentation & VC facilities
- IPTV & video streaming
- Global AV facilities monitoring & control platform
- AV system on Green

As a total solution provider, we don't just handle transactions, but offer a holistic, caring service to the customers. We provide full consultancy services during the planning stage; we provide project management services during the installation stage; we will also provide facilities management services after the job completion, and perhaps the comprehensive warranty services for the system maintenance as well," explains Chow.

Growth Assured

"We must remember that the AV/IT industry pioneers the usage of internet-based communication. Thus, most of the

systems are designed at the same pace with the technological advancement, such as control system, video conferencing systems, audio systems, multimedia presentation systems... etc. Using video conferencing system as an example, customers can save the cost and time of travelling and can hold meetings at any time with people in different countries. Besides, it can also indirectly reduce the air pollution by taking less flight to other countries. Therefore, you can see how the AV industry contributes to the time and cost saving on one hand, and enhance the efficiency of the customers on the other hand and helps us save the environment too."

"Our dream is not just to grow market share, but to promote the professionalism of the industry. This is the reason why we have a clear mission on global expansion! If we can achieve our goal to promote the AV/IT industry, our market share will grow at the same pace. Let's wait and see together," concludes Chow. ■

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