



# Sat & Sound, in Brussels



The advantage of having a business in a small city: plenty of parking for delivery trucks and customers directly in front of their shop in Halle, Belgium.



Stefaan Cornelis in front of his demonstration TV showing the reception of Discovery HD with a brand new Topfield TF7700HSCI that TELE-satellite introduced in the previous issue.

**What does a hotel entrepreneur do** when his hobby happens to be satellite reception? Simple: he becomes a satellite dealer! Stefaan Cornelis, who started tinkering with his satellite reception hobby back in 1992, came to a decision together with his friend from school Didier Debey in 2000 to work for themselves. With his electrical engineering background, Didier handles all of the technical aspects of the business while Stefaan takes care of the administrative end.

As a wholesaler, Sat & Sound sells primarily to retail dealers. In the beginning, they made several brand name products available. Today however, Sat & Sound focuses their efforts on the Topfield name for satellite receivers and SmartWi for card sharing products. "We are very satisfied with the support we receive from Topfield", explains Stefaan, "should there be any software problems, Topfield reacts immediately." His best selling products are the Topfield model 5000CI Plus and the 5510 PVR receiver. "These two models make up about 60% of our sales", reveals Stefaan, "An additional 10% can be attributed to the SmartWi line."

Stefaan has great expectations for the fall of 2007: "By that time there should be many new HDTV channels, not only for Belgium, but also for France." He believes the new European "hot-spot" satellite position to be Astra at 23.5° east. Stefaan is so optimistic that he and his partner are exploring the idea of renting a larger warehouse. "The French-speaking portion of Belgium starts only a short distance away from here. Rental rates are less there", comments Stefaan with his views of the local situation. He is fluent in Flemish (Dutch), French and English.



Which Topfield model should it be? Stefaan has every model in stock.

There are about seven satellite wholesalers in Belgium, one of which is very large. The other six, to which Sat & Sound belongs, are all about the same size. Perhaps the upcoming HDTV business might change this relationship for Sat & Sound. Stefaan and his partner are certainly trying to make this happen!