


Aluo-sat Knows Everybody!

Somebody active in the satellite field in China can hardly get around meeting Luo Shi Gang sooner or later. Not only because he's been distributing TELE-satellite in China for many years, but also because he is a high-profile figure in many other satellite areas as well. Since China is entering the DTH age in 2009 now is a good time for visiting Luo Shi Gang in his office in Shenzhen.

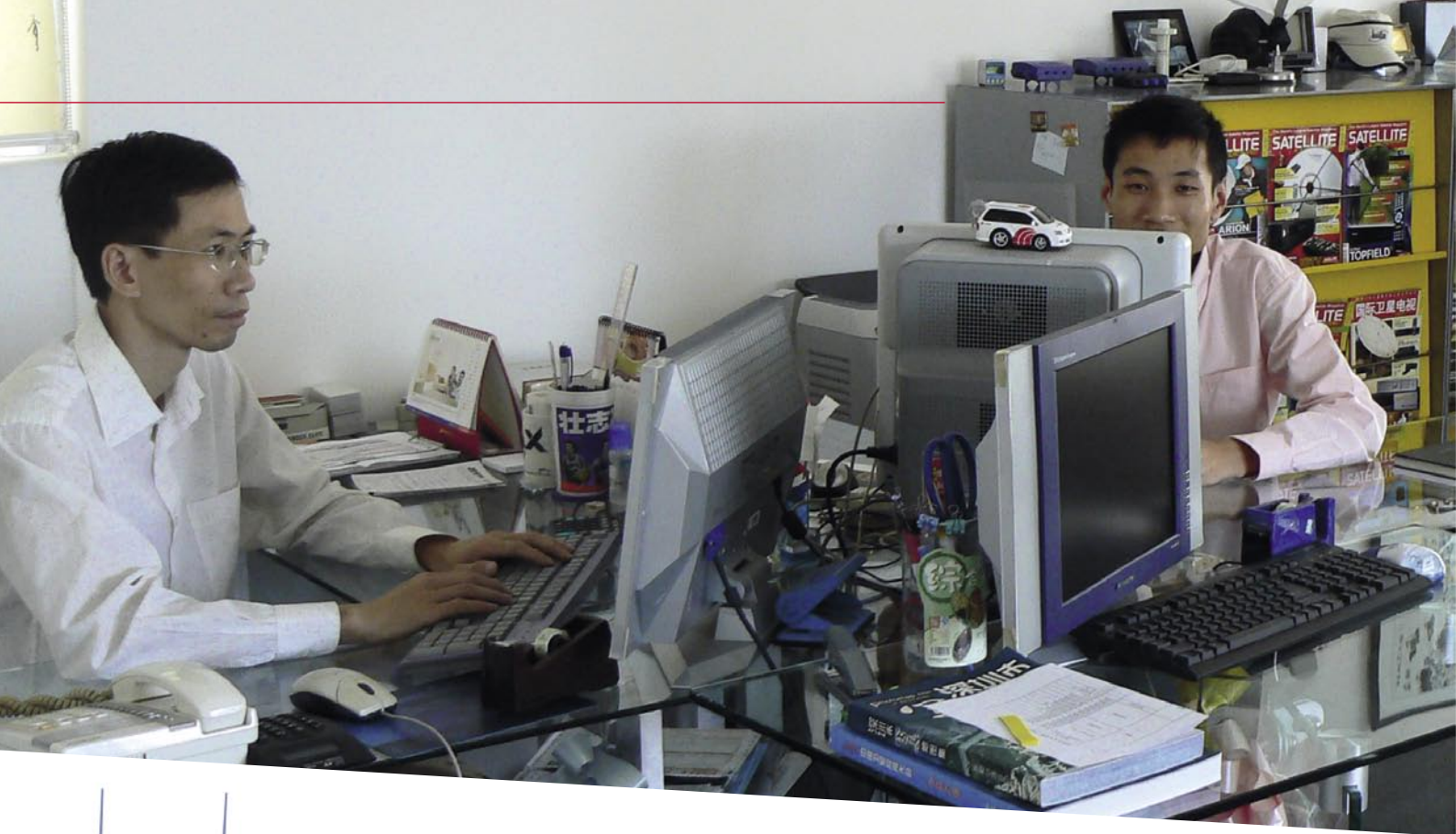
Luo has named his company Aluo-sat for a simple reason: In the Cantonese dialect spoken in southern China an 'a' is often prefixed to the first name of a person. So Luo becomes Aluo.

Originally, Luo comes from Sichuan in China's southwest. He studied electrical engineering and got his first job at a company producing electronic components for the Chinese military in Lanzhou City in the northwest. Among other things, his first employer also manufactured satellite equipment.

Luo experienced genuine satellite reception for the first time when he received signals from EKRA at 99° East, which transmitted on the UHF



Aluo-Sat members of staff Lou Jun (left) and Luo Shi Gang (right) on the roof. Why did Luo Shi Gang choose the top floor for his office? You probably guessed it: He wants to make sure the cables between dishes and receivers are kept short. And why is he happy there is a rather dominant balustrade? Well, private satellite reception is still prohibited in China and this way Luo's antennas cannot be seen from outside. On this picture we can see two C band dishes – the one in the back is motorised, the one in front is stationary.



range at 714 MHz from Russia at the time. From that moment on he was hooked to satellite reception. He soon started to write articles for the weekly 'Electronics Newspaper' which at that time was the only available publication on the topic of satellite

technology. The number of contributions kept rising all the time and his work also involved meeting more and more satellite insiders. Finally, in 1995 he set up his own business: "Together with my wife I founded Aluo-sat in Shenzhen in 1995." Aside from his job as technical journalist he also started to work as a consultant.

Today he employs a staff of seven: "My wife is in charge of accounting, three engineers take care of technical requests, one employee runs a satellite shop in Hong Kong and another person is looking after sales and distribution."

Aluo-sat has also started to distribute products from select quality manufacturers such as Changhong for digital terrestrial TV (DMB-TH), the channels of which are broadcast from Hong Kong but can be received perfectly in Shenzhen as well.

"We serve end users as well as whole-

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Luo Shi Gang in his office on the top floor of an apartment building in the heart of Shenzhen. There's no way denying that he's the official distributor of TELE-satellite magazine in the region. ■



salers," Luo explains his business strategy. "But what I enjoy most is working as a consultant." Luo travels a lot and visits many satellite-related fairs and exhibitions. "This way I can meet important people and enlarge my personal network," Luo states.

Luo is a prominent figure in many regions and segments. "I just love to help when it comes to establishing ties with Chinese satellite businesses."

The high balustrade makes sure the antennas are hidden. Shenzhen's skyline can be seen in the background. ■

