

# TRIMAX Distributor ECHOLINK in Dubai

One of the largest satellite wholesalers in Dubai is ECHOLINK. The company even has four stores in Dubai's Satellite Souk. There in the Naif Street you'll find an endless variety of satellite shops right on top of the next one. The local market in Dubai isn't all that big so most of the buyers in Dubai's Satellite Souk are dealers from the surrounding Middle Eastern and North African countries - now referred to as MENA (Middle East, North Africa).



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■ Ali Abbas (left), ECHOLINK's General Manager, and Jerry Chu (right), TRIMAX's General Manager, in front of ECHOLINK's display wall. A TRIMAX model can be seen on a bottom shelf near Jerry Chu.



Ali Abbas is ECHOLINK's General Manager. He explains to us how it all started: "The company was founded in 1992 and had the name Star Distribution." From the beginning the company dealt only with satellite reception products.

In 2004 the company took on a new direction and renamed itself ECHOLINK Electronics. From the start the company's goal was to serve the entire Middle East and according to Ali Abbas, "We have service centers and showrooms in Dubai as well as in Oman, Bahrain, Saudi Arabia and Lebanon."

ECHOLINK distributes satellite receivers under five different brand names. Ali Abbas highlights the differences: "ECHOLINK is our top-of-the-line brand name that we also sell in Europe through our branch office in Holland. The brand name WizTech covers the middle segment; we are just coming out with a new product under this name, the WIZ-9555 HD CA Ci Super. It's an HD Twin Tuner box with PVR. Another brand new product is the model IW-9999 Multimedia; it's a hybrid HDTV receiver for DVB-S/T/C and IPTV. On the lower end of the scale we use the brand names AstroVox and MicroX and at the extreme bottom end of the price scale is the name ENVISION. This brand is also offered by many other wholesalers in the MENA region." Ali Abbas also announced an HDTV LCD-TV for the third quarter of 2010.

ECHOLINK has been distributing the TRIMAX brand of signal analyzers (check out the SM-3500 test report in the 12-01/2010 issue of TELE-satellite) in the MENA region since the beginning of 2009. Ali Abbas is very satisfied with the TRIMAX sales trend and revealed to us, "In the first quarter of 2009 we were able to sell about 150 TRIMAX analyzers and by the fourth quarter this number nearly quadrupled to 600."

For 2010 Ali Abbas is confident that total sales could reach 1500. Ali Abbas chuckled as he looked over to Jerry Chu, TRIMAX's General manager, "The problem is that TRIMAX can't deliver as many as we order!"

The success of TRIMAX sales is due largely to their continuous product upgrades: new features are constantly being added and its application ranges are consistently being expanded. According to Jerry Chu, "A new analyzer with an MPEG-4 DVB-T tuner is just now becoming available." For installers it's a good thing to be able to test using TRIMAX analyzers loaded with the latest technology.

Ali Abbas estimates that TRIMAX makes up about 2.5% of ECHOLINK's total sales. That's quite significant considering that this is a niche product primarily used by professional installers.

Compared to the large number of sales of satellite receivers though, it is still a small number. Ali Abbas revealed to us that ECHOLINK has sales of roughly 100,000 receivers every month. "We expect to exceed this figure in 2011", he says.

Ali Abbas is optimistic for the future. In 2009 only about 10% of all receivers were HD models; for 2010 he sees this number rising to 15%. "Naturally, this all hinges on whether or not there'll be enough interesting HD channels to watch", comments Ali Abbas.

Most of ECHOLINK's TRIMAX analyzer sales are in the MENA region at about 60%; 25% find their way to Europe with another 15% going to Asia including, surprisingly enough, Afghanistan.

ECHOLINK, a very active business enterprise, and TRIMAX, a very innovative signal analyzer manufacturer, complement each other very well!



**TRIMAX**  
THE PROFESSIONAL EQUIPMENT

**WizTech**  
DIGITAL SATELLITE RECEIVER