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# NEW PROSPECTS

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#### **THIS PAGE**

*Earth Trek (HK) Ltd offers computer accessories in sets or with multifunctions, such as this computer mouse with matching USB hub (left), and a laser pointer with a card-reader function*

#### **OPPOSITE PAGE**

*Advanced Sun Wah Electronic Co Ltd's latest collection of computer accessories includes a 2.4GHz wireless mouse (top) and an USB flash drive, both resembling train carriages*

The digital age has quickly provided Hong Kong manufacturers and suppliers with an interesting niche market. "Our creative flair is what helps most to achieve sales," claims Advanced Sun Wah Electronic Co Ltd Sales Manager Anny Ma.

In this regard, two of the company's new products, a wireless mouse and a USB flash drive, resemble train carriages. "Computer users especially enjoy using a mouse with a different design," Ms Ma opines.

The train-like, 2.4GHz wireless mouse, model WM131, has a range of about 10 metres and carries a unit price of about US\$5.10 FOB Hong Kong. "Other mouse designs look like cars or even Chinese-opera masks," Ms Ma adds.

Meanwhile, the firm's USB flash drive, model 6888, varies in capacity from 128MB to 64GB. A 2GB version, for example, has a unit price of about US\$4.80 FOB Hong Kong. "Many customers want USB items to show logos or promotional messages," Ms Ma advises.

Now developing a wireless keyboard, Advanced Sun Wah sells mainly into Western Europe, notably Germany, Switzerland and Denmark. The company also aims to expand in the US, on the Chinese mainland and Eastern Europe.

"Some of our designs should work well in new markets, but we may need different packaging, sales strategies and price levels," Ms Ma says.

"In every market, prices are very competitive, while feedback from customers is also something we welcome," she adds. "We want to co-operate with clients and to create new ideas and products."

Meanwhile, as computer accessories turn increasingly sophisticated, Earth Trek (HK) Ltd creates sleek items with matching designs. These can go together as attractive sets presented in pouches or travel bags.

"We do many promotional items," says Marketing Manager Midchee Wong. "We find that, usually, it's best to present items in a set, and we always leave plenty of room for clients to add their logos or messages."

One such set, for example, includes a computer mouse, model 81-804 (measuring 98x60x22mm), and a USB hub, model 21-807 (75x40x12mm). Encased in ABS and painted black and silver, both items are deliberately thin and thus easy to slide into pockets or computer bags. Some versions are available with leather tops.

The firm's slim mouse has two variations, one with a retractable cable for travel and the other with an extension cable for everyday use. The USB hub, meanwhile, has four ports — three in front and one at the rear — and a retractable cable.

Ms Wong also highlights model 97-803 (84x24x10mm), a laser pointer with a card-reader function. "The business executive may need a laser pointer for presentations, plus files stored on a memory card," she says. "That's why we've combined a laser pointer and a card reader in one product."

A large button activates the red laser, and an LED indicator signals when the pointer is in use. A dust cap protects the card-reader slot on one side.

"The top casing is a special carbon-fibre material also used in the aircraft industry," Ms Wong says. "We deliberately chose it to achieve a high-end look suitable for business executives."

Earth Trek's main markets are Japan and Europe. "They're very different markets — for example, Japan has extremely strict requirements in terms of colours and features," Ms Wong says. "As for new markets, our next stop is the Chinese mainland."

Over at Charms Technology Ltd, Sales and Marketing Manager James Wong takes pride in an "innovative" USB hub, model HUB144.

"This product has a mirror surface," he says. "When it's in use, the top lights up and displays a customised logo."

Model HUB144 is square in shape, but with rounded corners. It has four ports, one on each side, and a non-detachable cord.

Meanwhile, USB flash model UFD229 (maximum 32GB), has a leather body surrounded by a metal framework. Another USB drive, model SKN009 (maximum 8GB), is made of soft plastic with a black-and-blue pattern.

The variety of USB flash drives from Charms Technology appears almost endless. "As alternatives to the standard stick shape, ours come disguised as animals, jade carvings, guitars, corks, footballs, motor vehicles, religious symbols — even hand grenades," says Mr Wong.

**Aural accessories**

Another manufacturer, Otech Electronics Co, enjoys following developments in the computer industry.

"Each time computer technology advances, so does the potential market for new and better accessories — it can be very exciting," says Marketing Executive Hailey Leung.

This company offers stereo/computer earphones, computer headsets, two-way radio headsets and mobile-phone hands-free gear. "Our metal earphones, model OT-C-238, are lightweight, portable and convenient, and work well with PCs, Skype and MSN communications software," says Ms Leung.

Otech wants its products to look so fashionable that users "can't help trying them". Asked about the best features, Ms Leung mentions play-pause keys for easy use, volume controls for comfortable talking and powerful bass for greater enjoyment.

"We sell worldwide, but mostly into the US and the Chinese mainland," she adds. "Among new markets, our main targets are Russia and Europe."

Otech's strategy, she says, calls for "building on faith" and satisfying every customer. "Packaging must be appropriate and beautiful because appearances do matter."

With such pleasing and reliable accessories, Hong Kong suppliers can help enhance computer use for people in many markets. ■

**THIS PAGE**

*USB flash drives from Charms Technology Ltd come in many different designs and shapes*

**OPPOSITE PAGE**

*These metal earphones from Otech Electronics Co, featuring play-pause keys, volume controls and powerful bass, are ideal for PC, Skype and MSN communications*

