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Herald Sun

SATURDAY



**GREAT
HOLIDAY
READING**

Flood of home entertainment bargains on the way from China

Tune into cheap TVs

AUSTRALIAN shoppers could be the big winners from a boom in the number of cheap Chinese-made electronics flooding our market.

Chinese-made imports are expected to increase this year and should undercut already bargain-basement prices on flat-screen TVs.

In stores prices have halved in the space of two years, while 3D technology is already being stripped back.

Big retailers say the cut-priced offerings are forcing brands like Samsung, Sony and LG to follow suit, with prices halving in two years and likely to drop again.

Harvey Norman boss

Nathan Mawby

Gerry Harvey said the company made more money more than 30 years ago selling 14 inch black and white TVs for \$399 than they did selling 31.5 inch flat screens on Boxing Day this year.

"Our great hope is that we live in the technology era, when the next technology comes out then that will be a day we start to shine again," Mr Harvey said.

"We know there's new technology coming out, but not what and when and how big of a game changer that will be."

Ruslan Kogan, who has

sold Chinese imports since 2006 including a 32 inch high definition LCD TV available for \$199, said he expected prices to keep dropping as better manufacturing was developed and as more competition arrived.

Brad Wright, audio-visual national sales and marketing manager for Samsung, said premium manufacturers had lost some ground on pricing because of imports at the bottom of the market, but expected protection from new innovations making more connected smart TVs and better picture quality.

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