

■ The dish antennas on the roof provide a clue to what goes on inside this building; it caught the interest of the TELE-satellite editorial staff: the company Elettronica Wadt, which has been involved with reception technology since 1945, resides here.

# Distribution Technology from Wadt

- *Involvement in HF for more than 60 years*
- *New allocation of cable licenses in Brazil opens up huge opportunities for the company*
- *Specialized products for cable headends*
- *Only ships domestically*

# A Family Company in the Cable Distribution Field

The company Wadt has been in existence for three generations. It was founded by Nelson Wadt back in 1945. It's a story of emigration in that Nelson Wadt is originally from Germany.

Successful for so many years, is all by itself interesting because of its success, but since they manufacture cable distribution equipment, it's the perfect reason for us to pay them a visit.

would take - namely further in the direction of reception. When the first cable TV systems were being installed, Wadt was right in the middle of things offering the first cable headends.

The company, that has been suc-

The company founder's grandson, Joao Alfredo Wadt Miranda, who today is the company's Technical Director, thinks back to the products that started it all: "It was car radios for Ford vehicles that my Grandfather manufactured first." It was already obvious back then what path the company

"Wadt's best times were before 1994", remembers the company founder's Grandson, "Back then we had 200 employees." Those days are over; in 1994 the Brazilian government lifted the high import duties after which HF products came into the country at low prices.

Wadt had to specialize and focused



■ Neide is the daughter of the company's founder and takes care of Wadt's finances. Joao, Neide's son and the company founder's grandson is headend manufacturer Wadt's Technical Director in Sao Paulo, Brazil.





■ This is what a headend rack with modulators from Wadt looks like. All slots are assembled by Wadt from imported components.

on cable distribution technology. "China supplied us the components and we assembled modulators and amplifiers as well as other components that are used for TV signal distribution", explains Joao regarding the company's strategy today. "We employ 25 people of which 15 are in manufacturing, three are in engineering with the remaining in administration and sales", he lists for us.

Roughly 10,000 units are shipped by Wadt every year. The company found-

er's daughter, Neide, who still actively takes care of the company's finances, tells us more about these sales figures: "Our sales equate to about 2 million Brazilian Real each year."

But things will be changing here as Joao tells us: "For years now the Brazilian government hasn't issued any new cable licenses but that's in the process of changing." With the new cable systems and new cable companies he foresees a big new market for Wadt. "We already have the new digital

TV modulators available", says Joao. Any new cable systems will no longer employ analog technology.

Wadt even has satellite receivers and digital terrestrial TV receivers to offer but Joao doesn't see much of a future for this segment because of low product prices. "We're concentrating completely on cable distribution technology", confirms Joao. He is convinced that this decision will keep the old company Wadt alive and well for decades to come.



■ One of Wadt's technicians at work.



■ The dish antennas on Wadt's roof caught our eye: one of them is fitted with a triple combination - a C-band LNB for linear signals, a C-band LNB for circular signals as well as a Ku-band LNB. A 3.2-meter antenna, a 1.8-meter dish as well as a 1.5-meter dish can be found on the roof.