

„Digital Is Our Friend“

Alexander Wiese

Way up in northern London, far away from the city, but still inside the M25 ring, is where you'll find Horizon's headquarters. Making the industrial district in the small town of Enfield their home was a strategically good decision. The nearby rail line in one direction will take you to **Stansted** Airport while in the other direction you'll end up at Liverpool Street Station in London. Horizon therefore has a connection to the world in any direction and for Horizon this is absolutely necessary since they deliver to the entire world.

It all started in the year 2000: at that time BSkyB needed for the digital age small and easy to handle digital satellite meters for the precise alignment of satellite dishes. The alignment of the antennas to ASTRA 2 at 28.2 **east** had especially increased the demands placed in the installers.

Horizon's first analyzer, the HDSM (Horizon Digital Satellite Meter) greatly simplified this work. Today this unit is available in version 2.5 and presents itself as Horizon's success product: "Nearly 75% of our sales revolve around this product", explains John McLoone, Horizon's Sales Director, "it is available for roughly £250 at the retail level."

Initially, Horizon distributed only in Great Britain, but over the next several years they expanded their reach. They now deliver to the USA as an OEM for the brand name Birdog



Technical Manager Robert Sydee (left) and Sales Director John McLoone (center) with Horizon's HDSM



Horizon's company headquarters located north of London in Enfield

and also in Germany where Kathrein distributes under the name MSK. Horizon products can also be found in Italy with RAIWAY for DVB-T and in Australia for AUSTAR, also for DVB-T. **Doordarshan** and TSky in India have also recently jumped on the bandwagon.

At Horizon's headquarters you will find 10 employees; additional employees can be found in the distribution headquarters in the USA and India. Actual production of the analyzers is handled by a partner company. Not too far from Enfield there are 120 workers assembling the analyzers.

For 2005 Horizon realized a turnover of about £3 million; they are forecasting this to increase to about £4 million for 2006.

Future markets that appeal to Horizon include India, Russia, China and Brazil. Explains John McLoone, "Even in these countries they are beginning to realize that the fine tuning adjustments of a satellite dish for digital reception does have higher requirements". To expand their business, Horizon



Soon to hit the market: a transponder stream reader in a professional 19-inch rack with direct USB programming interface (front left)



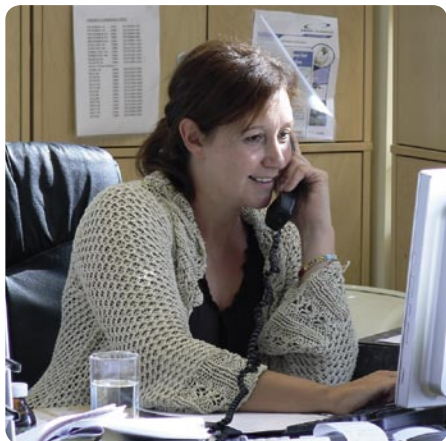
Rear panel of the transponder stream reader with a second high-speed USB interface and the antenna input. Everything else is handled by Rod Hewitt's adapted TSReader software

will be taking part in numerous trade shows. For 2007, Horizon expects to be at ABTA in Brazil, CCBN in China, CSTB in Russia, Convergence in India and ANGA in Germany.

Horizon's group of engineers is constantly busy improving their products. "DVB-S2 will

development of a transport stream reader that programming providers are especially looking forward to so that they can better examine their own transmitted signals.

The further development of digital technology, now leaning towards HDTV, makes John



Every caller is first greeted by the friendly voice of Andrea Noble



Technical inquiries are tackled by Robert Sydee; sometimes the SatcoDX frequency lists come in handy there too

appear in the first quarter of 2007", states Paul Hardcastle, Technical Director, "we are also thinking about producing an analyzer with a built-in monitor".

McLoone very happy. His company motto is "Digital is our Friend". The more complicated digital technology becomes, the better the signal analyzers need to be.

They are also quite far along with the

The future looks bright for Horizon!



Founder and Managing Director Paul Pickering



The further development of signal analyzers is handled by Paul Hardcastle in his shack

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