

Happy Birthday HORIZON!

■ HORIZON's headquarters can be found in the 'Allen House' in Harlow not far from Cambridge. 9 employees work here of which four are in the R&D team and two are in sales. The actual signal analyzer production facility is located in western England and has roughly 100 employees.

- *Manufactured 125,000 analyzers in their first 10 years*
- *Expanding into the High End Range*
- *Provides the right products for the worldwide cable TV market with their DVB-C signal analyzers*
- *OEM expansion with strong distribution partners*
- *High technical know-how through the nearby university*

10 Years of Success in the International Signal Analyzer Market

HORIZON was founded in 2001 by the existing CEO Mr Paul Pickering and in 2011 are celebrating their 10-year anniversary. You'll find their headquarters in Harlow, a small town in Essex, not too far from Cambridge with its world famous university. Choosing a location in close proximity to Cambridge University did not happen by accident. Managing Director John McLoone explains, "Quite often we pass some of our technical work on to the universities." That's a smart move since Cambridge University has put out more Nobel prize recipients than any other university in the world.

The care in the management of the company stands out in other segments of the company's operation, for example in the decision as an OEM to provide their own products to other distribution partners as well as selling the Horizon brand. John McLoone has clear priorities here: "If there are countries with well-established distributors, we'll cooperate with them. If that's not the case, we'll sell our products there ourselves." After 10 successful years you'll find HORIZON signal analyzers in larger countries not under the HORIZON brand name but rather under the name of the corresponding distributor. "Roughly 50% of our sales are achieved

■ A display cabinet with a selection of HORIZON products.



through our distribution partners", says John McLoone as he points out that HORIZON has a very clear strategy.

HORIZON grew in the first 10 years thanks to their satellite signal analyzers. Analyzers for terrestrial reception came later on. As a birthday present, HORIZON has started an entirely new product line: "We're starting with DVB-C signal analyzers!"

Naturally, some deeper thought went into this decision: everyone's talking about the shutting down of analog terrestrial and satellite signals. But much larger cable TV markets exist in many countries: "Many cable operators are just finding out that they have to digitalize their systems otherwise their customers will migrate to alternative providers."

It's a perfect opportunity to provide this segment with matching signal analyzers. "We're especially strong when it comes to price-

HORIZON
Signal Analyzer Manufacturer, UK
www.horizonte.com

Company Details

Engineers in Research & Development | Total Number of Employees
0 50 100

Average Turnover (Previous, This, Next Year Estimates)
0 2.5 5 Mio GB£

Production Certificates
RoHS

Production Categories
Own brand and OEM

Main Products
Satellite, Terrestrial and Cable Signal Analyzers and Meters



■ Managing Director John McLoone with unit number 125,000 that was produced in their tenth anniversary year. This is a one-of-a-kind piece that was gold plated. The awards on the wall were awarded to HORIZON in 2007 by the Queen of England for being "One of the Top Export Companies in the Country". HORIZON is expecting for its tenth anniversary year 2011 sales of 2.5 million GBP and is optimistic that 2012 will bring with it an increase of 15%.

HORIZON

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CELEBRATING



YEARS

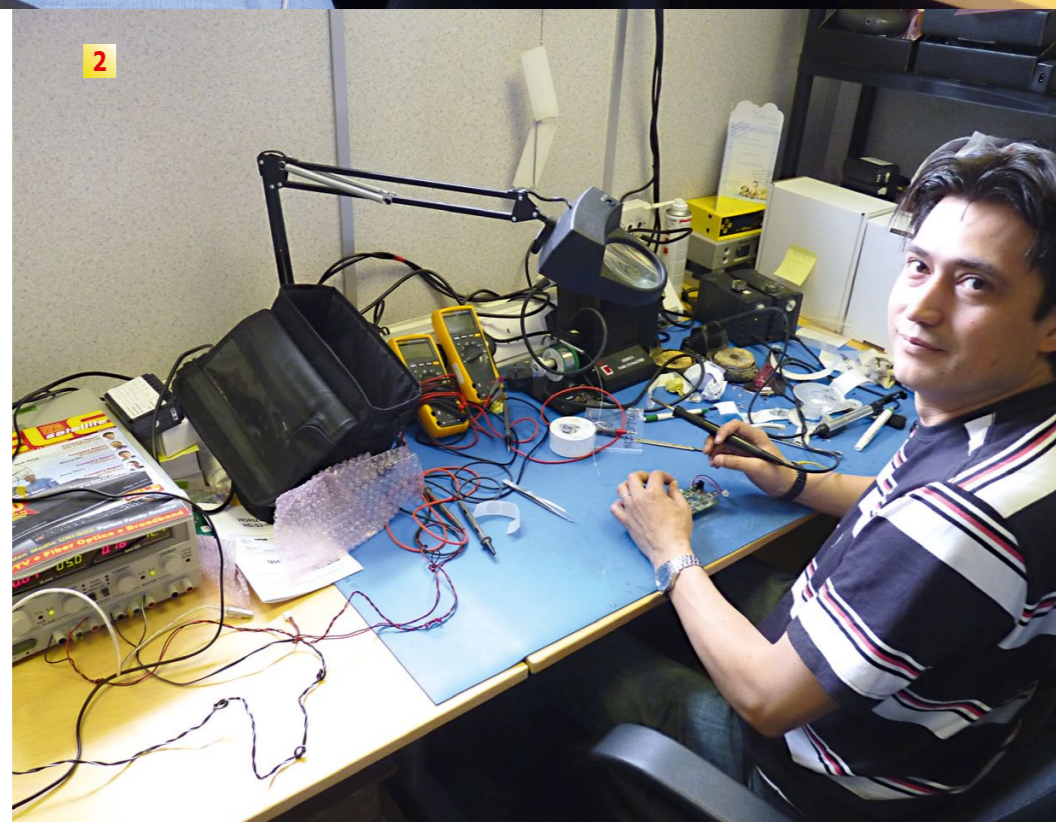
2001-2011



sensitive signal analyzers”, explains John McLoone regarding the company’s strategy: “For specialized cable installers there are high-quality signal analyzers from other manufacturers, but for those installers that perform installations on a daily basis, a quality cost effective signal analyzer hasn’t been available up until now.”

A look at HORIZON’s signal analyzer product portfolio confirms that they are all mid-range products that are price conscious and easy to use. “In 2010 we already offered our first generation of DVB-C signal analyzers to several chosen markets on a testing basis”, explains John McLoone, “for example, in the Dutch, Canadian, USA and Indian markets.” These DVB-C analyzers were so successful that now the second improved series is coming to the market. “These DVB-C analyzers with the model name HD-CM can be used anywhere in the world where cable networks are installed in DVB-C.” Managing Director John McLoone is more than euphoric over this new product: “We’re expecting that this signal analyzer will soon reach 30% of our sales!”

The new DVB-C segment will be complimented by many new satellite and terrestrial products. Paul Hardcastle is



1. Technical Director is Paul Hardcastle. On his wall is an ambitious timetable that he constantly works on. Currently he’s working on a test sample of the new DVB-C cable signal analyzer HD-CM. HORIZON is expecting this model to really take off since more and more cable operators are switching over to DVB-C.

2. Hardware designer Ivan Valbuena is part of the R&D team and is always at work finding more ways to improve HORIZON’s signal analyzers. He was, for example, involved in upgrading the HD-S2 model with ACM so that it can be used with Avanti’s Internet-via-satellite service.



Technical Director and he's working off of an ambitious timetable. "We're currently preparing our newest HD-TM2 model; it's an analyzer for DVB-T2. In the first quarter of 2012 an analyzer for DVB-C+, the HD-CM+, will follow. In the second quarter the HD-ST2 combo analyzer for DVB-S2 and DVB-T2 will make its appearance."

This signal analyzer, in the HORIZON tradition, will bring with it something new: it will be HORIZON's first analyzer with a color display. "We'll also have a DVB-S2 version of the Nano." How strong DVB-S2 is can be seen in another number: "In 2010 our DVB-S2 model HD-S2 made up about 25% of all our satellite analyzer sales." That all completely changed in 2011: now 75% of all satellite signal analyzers are DVB-S2 models. Demand for DVB-S has started its decline.

HORIZON has actually given themselves a very nice birthday present: at the end of 2012 HORIZON will be stepping into the high-end signal analyzer market with their new model HD-STCM2, a combo unit with common interface for DVB-S2, DVB-T2 and DVB-C. And best of all: "It will come with a spectrum analyzer and live TV."

After 10 years of mid-range signal analyzers, HORIZON is fully committed to jumping into an entirely new product segment. It is by far the best birthday present that HORIZON could have possibly received.

1. If an analyzer should ever have a problem, Trevor Salter is there to help: he is the Service and Repair Manager and has every necessary spare part close at hand.
2. Who answers the phone when you call? It's Gill Baker who also takes care of HORIZON's administration.