

75 Years of TV Antennas from Antiference



Antiference®

Antiference's administration building in the Fradley Distribution Park in Lichfield near Birmingham, UK. There's also a logistics center in Lichfield.

- *Manufacturing TV antennas since 1937*
- *Provides all the components needed for TV reception*
- *Expanding into HDMI distribution, as well as wireless solutions*
- *Expanding distribution network to the European market*
- *Offers their own products as OEM and private label*

Over 70 Years of TV Antenna Experience

Everything has a beginning; even TV reception, that for us today is a part of life, had a starting point. For England that was in 1936 when the first regular TV transmissions began. Broadcasting took place on VHF channel 1 (50 MHz) and a system with 405 lines was used. Today SD uses 720 lines and HD 1080 lines.

These first TV broadcasts were transmitted from Alexandra Palace in London (The site is still in operation today and is now used for DVB-T2 and DAB+). At the time, it was an absolute sensation and raised the curiosity levels of two electronics technicians: Norman Best and M. S. Beebe. They recognized the unbelievable potential of this new technology and thereby found their market niche that they never changed after they founded their company in 1937. They named the company Antiference, and this name was based on the main problem that existed back then: the interference that was created

■ Trevor Paintain is Antiference's Managing Director. He is seen here holding the current 84-page product catalog in his right hand filled with all of their TV reception and TV distribution products. In his left hand he's holding one of Antiference's success stories: the Tribeam UHF antenna.





■ Arnold Boeijen is Antiference's European Export Manager and the first contact for dealers that want to distribute Antiference's products in Europe. He can be directly reached by e-mail at Arnold@antiference.co.uk

by those antennas that were not perfectly matched to the frequency. The antennas from Antiference were the solution to that problem; they reduced interference.

In 1938 their young company became a limited liability company in the London Company Register and the two young owners hired their first employees. Back then TV antennas were considered real high-tech products and the number of customers they had was very small. It all really began to take off in the 1950's when TVs became affordable and the demand for antennas skyrocketed. The company, that up until then had its headquarters in central London, moved to the outskirts of the city and manufactured TV antennas with nearly 250 employees. That initial boom slowly faded but then in 1964 BBC started their second channel in the UHF band. That meant a renewed demand, this time for UHF antennas.

The company went through a series of ups and downs in the demand for antennas so they began to diversify. This went so far that even a curtain

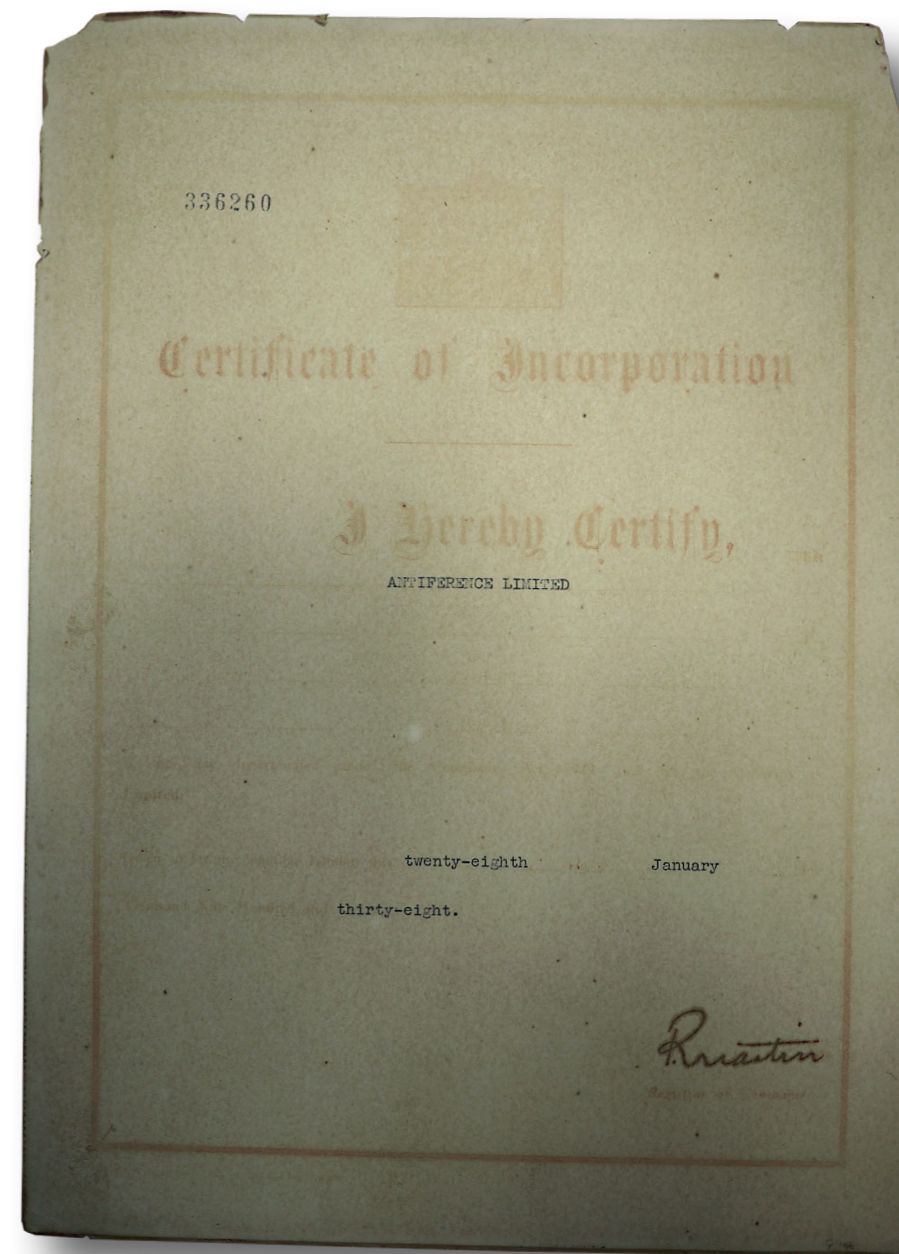
■ Many of Antiference's success products are on display in their showroom including HDMI components, TV amplifiers as well as cable head ends.

rod manufacturing company was acquired. This company was located in Lichfield, a half hour train ride north of Birmingham in England's Midland. In 1998 the entire company moved to this location and it can still be found there today. Antiference's Managing Director is Trevor Paintain; he's been with Antiference for 15 years now. He tells us who the current owners of Antiference are: "Since May of 2011 Antiference has been owned by Mr. and Mrs. Bialecki from Australia."

How did someone from Australia end up buying a British company? It turns out that this was a very logical development. "In the 1990's Kaz Bialecki started a company in Australia that installed

antenna systems." Not long after that he expanded his activities to include an antenna installation wholesale business. "Today his company Bitek operates five branch offices all across Australia." In 2007 Kaz Bialecki started his own manufacturing: "In Guangzhou, China, 150 employees produce antennas and accessories, that is, things like LCD holders, antenna mounts, antenna outlets and other installation material."

Now the connection is beginning to make sense. Bitek is one of the largest antenna distributors in Australia and an antenna manufacturer in China while Antiference is one of the largest antenna manufacturers and distributors in Great Britain. For Kaz Bialecki



■ Two electronics technicians founded the company in 1937; it was officially entered into the London Company Register on 28th January 1938.



■ The directional elements in an X formation of a UHF antenna were developed by Antiference. This principle has been in use by Antiference since 1949. The antenna in the picture can receive the entire UHF band (channels 21 to 60) with a 14.5 dB gain.

it was a logical move to acquire Antiference: now the combined company could become more active in the market: "Our focus is high quality products at an inexpensive price and that holds true even for orders from smaller distributors", confirms Trevor Paintain on the company's philosophy. "Through our 75 years of experience in antenna manufacturing and through Bitek's production experience, the advantages of both companies have become very important." Because of this the market for Antiference has grown enormously. "We are now actively expanding." The main goal for Antiference is the European market.

And it is there on this continent that Arnold Boeijen has his office. He is Antiference's European Export Manager and he reveals to us another interesting piece of information: "All of our products can be ordered by national distributors as OEM or private label." Since Antiference has only just started building up a European distribution network, there are still quite a few blank spots on the map of Europe. "We have already received a number of inquiries from national distributors interested in selling our products in their country", we learn from Arnold Boeijen, "but thus far we've only made just a few definite

decisions." Interested dealers still have a chance to distribute Antiference's products, "and that even under their own company name no less!"

Now it's time to take a closer look at all the products Antiference has to offer. As it turns out, TV antennas only make up a part of Antiference's sales. "Our signal distribution product group makes up about 30% of our sales", says Managing Director Trevor Paintain, "TV antennas is also at 30%, accessories make up 15% with mechanical components and coaxial cable each taking up 10%." The remaining 5% is covered by a new product line from Antiference: cable head ends. The TELE-satellite test center is already preparing to test an Antiference cable head end.

"Our R&D Team is also currently working on the subject of HDMI", reveals Trevor Paintain about an entirely new product line that is just getting started. "We have everything that you'd need today for HDMI distribution."

A highlight is a wireless system for HDMI that we will also be introducing in a test report here in TELE-satellite very shortly. "A very interesting segment is antenna outlet boxes." Here Antiference can offer a large variety of an-

tenna outlet boxes ranging from those with two satellite jacks and a TV connection all the way up to all-inclusive boxes with every possible combination as well as HDMI and other connections. "These days, modern installations demand a variety of different connections and our outlets are set up for every possible variation."

And yet Antiference even has new things to offer with TV antennas. "We're developing antennas with built-in LTE filters", we learn from Trevor Paintain. At the moment there aren't too many LTE broadcasters out there as yet but this will soon change and then the demand for LTE filters, devices that can filter out the signals of LTE broadcasters for TV reception, will drastically increase.

Antiference over the past 75 years has remained true to one thing for sure: TV reception. The technology over all of these years has consistently changed but Antiference has always been there offering the matching products for these changes. Through the merger with the Australian distribution company and the manufacturer in China, Antiference has everything it needs to remain very successful in the TV reception/component market.

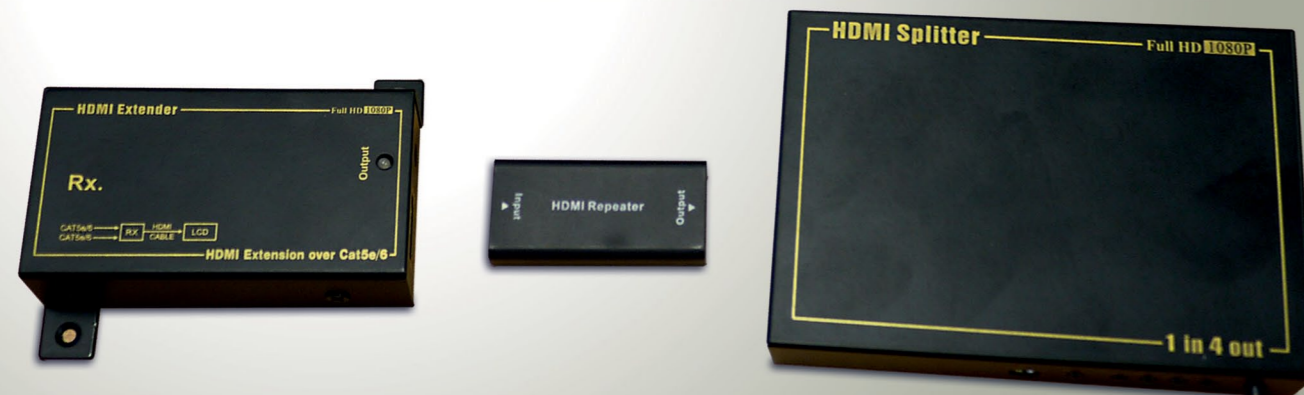
Ivor Southam is Antiference's Supply Chain Manager. He's in charge of purchasing materials.



Kerry Cunningham is responsible for administration. She gets all the bills.



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1. Antiference's new product line consists of HDMI components. Available are matrixes, distributors, converters and amplifiers.
 2. Brand new: no more HDMI distribution via cable: now it's wireless HDMI distribution. A test report by TELE-satellite on this system is in the works.
 3. The selection of antenna outlet boxes is enormous. Here we see only two differently equipped examples. All the different variations that you might find in a home are covered here.