



The Queen and Horizon



▲ Paul Pickering, Owner and Managing Director at Horizon, receives the Queen's Award from Her Majesty.

What do you have to do to be received by Her Majesty the Queen? It's actually quite simple: become the top export company in the country. British manufacturer of measuring instruments HORIZON was given the 'Queen's Award for Enterprise' in international trade in 2007, which was reason enough for TELE-satellite to pay a visit to Horizon again – after exactly one year (see TELE-satellite issue 01/2007).

This time around we're coming to Harlow, in London's North, county of Essex. This is where Horizon's Owner and Managing Director Paul Pickering has bought a plot of land complete with a large warehouse, creating the basis for Horizon's future growth.

As a matter of fact, Horizon has experienced remarkable growth in the past as well, currently boasting twelve employees and also looking for three additional engineers, according to John McLoone, Sales Director of Horizon.

So we'd like to know what's been going on since our last visit, a question which John answers by showing us the recent sales figures: "In 2003 we had a turnover of 3 million GBP, which had increased to 4 million by 2006, and for 2007 we expect 4.5 million, while the forecast for 2008 is 5.5 million GBP."

Horizon is indeed a top export company that creates only 7 percent of its annual turnover in its country of domicile. "The largest share is generated in America", says John and by that he means some 60%. The remaining 33 percent are spread all over the rest of the world. "Emerging markets are making huge leaps forward, for example China, India and Russia," adds John. Cable television is widespread in these countries and the transition to digital requires measuring instruments in



order to roll out of functioning distribution networks. Selling measuring instruments involves a considerable amount of consulting, and this is where the extraordinary after sales service of Horizon comes into play. Not to mention the enormous know-how that is required to develop measuring instruments in the first place. By the way, Horizon's expertise comes with many brand names, as "85 percent of our production is OEM," explains John.

In 2008 Horizon will fire off a whole range of new products. The first quarter will see Horizon's first DVB-C measuring system, and the first DVB-data device, which measures the data rate in the Ka band in 8PSK as offered by Wildblue in North America - the transmission mode is known under the

▲ John McLoone showing the Queen's Award certificate: signed by "Elizabeth The Queen" and Tony Blair.

name 'Turbo.' EUTELSAT is actually transmitting first test broadcasts of this Internet-via-satellite service in Europe as well.

Later, Horizon will introduce its first DVB-S2 measuring system and for the second quarter there is a multimeter for DVB-T and DVB-S2 in store. Also in the pipeline for the second quarter is the Pro Range Series for professionals.

The Queen was absolutely right to honour Horizon. The many activities of this company will help it stay on top for a long time to come!



▲ Horizon's new company headquarters is now located in Harlow, Essex. The blue flag flying at the gate symbolises the Queen's Award that has been received.



▲ View of the engineering room where measuring instruments are being developed. Front: Gerrard Smallwood, Design Engineer. Back: Paul Hardcastle, Technical Director. "We believe we are the first manufacturer of satellite test meters whose instruments are EMC certified at an independent BSI lab". This means that Horizon products are resistant to electromagnetic interference and refers to European standard BS EN 61326. Gerrard Smallwood adds that "Of course, our instruments are also certified from a technical point of view, for example against electrostatic discharge standard BS EN 61000."



▲ Top secret! The first sample units of the Pro Series for broadcasters, for example for use in OB vans to check the signal quality. The small unit on top is the TSR Transport Stream Reader, also with Pro Series specifications. The Pro Series will be launched in the second quarter of 2008.

TELE-satellite World www.TELE-satellite.com/...
 Download this report in other languages from the Internet:

Arabic	العربية	www.TELE-satellite.com/TELE-satellite-0801/ara/horizon.pdf
Indonesian	Indonesia	www.TELE-satellite.com/TELE-satellite-0801/bid/horizon.pdf
Bulgarian	Български	www.TELE-satellite.com/TELE-satellite-0801/bul/horizon.pdf
German	Deutsch	www.TELE-satellite.com/TELE-satellite-0801/deu/horizon.pdf
English	English	www.TELE-satellite.com/TELE-satellite-0801/eng/horizon.pdf
Spanish	Español	www.TELE-satellite.com/TELE-satellite-0801/esp/horizon.pdf
French	Français	www.TELE-satellite.com/TELE-satellite-0801/fra/horizon.pdf
Greek	Ελληνικά	www.TELE-satellite.com/TELE-satellite-0801/hel/horizon.pdf
Croatian	Hrvatski	www.TELE-satellite.com/TELE-satellite-0801/hrv/horizon.pdf
Italian	Italiano	www.TELE-satellite.com/TELE-satellite-0801/ita/horizon.pdf
Hungarian	Magyar	www.TELE-satellite.com/TELE-satellite-0801/mag/horizon.pdf
Mandarin	中文	www.TELE-satellite.com/TELE-satellite-0801/man/horizon.pdf
Dutch	Nederlands	www.TELE-satellite.com/TELE-satellite-0801/ned/horizon.pdf
Polish	Polski	www.TELE-satellite.com/TELE-satellite-0801/pol/horizon.pdf
Russian	Русский	www.TELE-satellite.com/TELE-satellite-0801/rus/horizon.pdf
Turkish	Türkçe	www.TELE-satellite.com/TELE-satellite-0801/tur/horizon.pdf