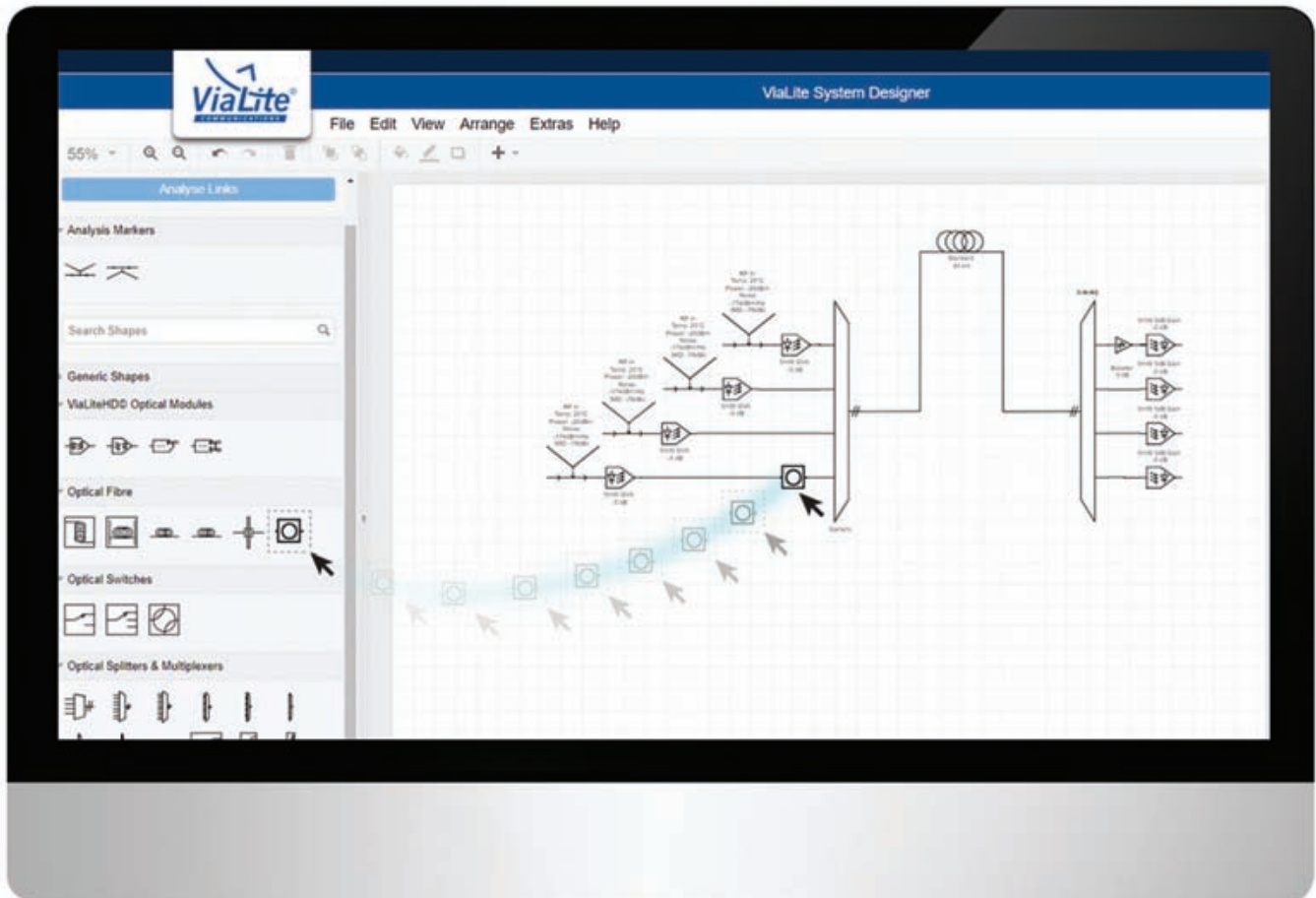




Planning for the future

ViaLite Communications, a division of Pulse, Power & Measurement Ltd (PPM), designs and manufactures RF over fibre links and systems to meet a wide range of applications, including satellite teleports, downlinks, VSAT, interfacility linking, cellular networks, broadcast and GPS timing signal distribution. John Golding, *ViaLite*'s recently-appointed new Product Manager, discusses the state of the satellite market and the company's plans for the future.

Question: As a recent new addition to the *ViaLite* team, what experience and expertise do you bring with you to your new role?

John Golding: With over 25 years of experience in RF and exposure to many different industry verticals outside of areas previously covered by *ViaLite*, I'm able to add some exciting and new product direction to the mix. For the last decade most of my time was spent working with mmw (millimetre wave) products in V and E-band (60 & 80

GHz); this is extremely useful considering the satcom industry is moving in this direction.

Question: What's your assessment of *ViaLite*'s market position, and where do you see the most opportunities going forwards?

John Golding: *ViaLite*'s products are considered to be at the premium end of the spectrum, and with a 25-year heritage are known for their quality and reliability within the broadcast and

Teleport sectors. We will be continuing to further improve our products and exceed customer requirements by having superior dynamic range (SFDR) and quality.

This approach is particularly interesting to more demanding sectors such as Aviation, Space and Security. But *ViaLite* has moved beyond simple point-to-point links by introducing LDL (Long Distance Links), DWDM, Optical amplifiers, Optical switches, Delay lines, DCF's and many other accompanying products. One of the biggest issues is pulling all these new options together into a system design which the customer can evaluate properly, up until now this has not been easily possible. However, with the release of *ViaLite*'s System Designer software, this task has become much easier.

Question: *ViaLite* plays a key role in the global satellite sector, but there's a lot of change going on right now, with spectrum access, extreme throughput satellites (XTS) and mega-constellations all coming into play. What impact will these fast-



John Golding, *ViaLite* Product Manager

paced developments have on *ViaLite*'s success?

John Golding: We have already started to adapt, change and plan our products in differently to cover these evolving markets and secure the future of the business. *ViaLite* has a great range of products covering the lower and midrange bands, and some with very wide bandwidth requirements. We already supply many Teleport operators globally and are already prepared for the introduction of MEO and LEO constellations due to be launched in the near future.

Question: The first commercially-available Q/V-band products are now available, and we can expect to see the first satellites launched in the

next couple of years. What can you tell us about *ViaLite*'s plans for Q and V-band?

John Golding: We have plans to cover these emerging areas, starting with Q-band and working towards V-band over the next couple of years. As frequencies get higher the physics gets more challenging and thus making a cost-effective product becomes much harder. This is a very interesting area and we have some of the best industry veterans working on this challenge.

Question: What can you tell us about recent product developments, and what can we expect to see from *ViaLite* over the next 12 months?

John Golding: We have recently

released two new high-performance C-band products and a tri-band product covering from 500MHz, right through to 7.5GHz. This massive bandwidth opens up many new market areas: Radar, surveillance, drone tracking etc.

We are seeing a big uptake in our DWDM products and our System Designer tool, which is enabling customers to specify, design, validate and build an end-to-end solution themselves.

It also allows them to create a full Bill of Materials. If the customer desires, we can offer them a design service where the finished design is then verified by *ViaLite*. This ensures the design is fit for purpose and meets all performance criteria. ■



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