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Maxview Announce One Millionth Caravan Aerial

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For immediate Release

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TV aerial manufacturer Maxview of Norfolk announced their one millionth caravan aerial to be produced at their Kings Lynn factory.

The company began in 1955 after Reg Clark was the only person in the area to receive the first ITV signals from the Crystal Palace transmitter. The company officially began in 1964 launching the first Caravan specific aerial in the UK a few years later and over the years has manufactured over 20 different, innovative mobile aerials.

The product to make the biggest impact in the caravan market was the Omnimax, the first TV aerial to be able to receive signals throughout 360 degrees without being turned or adjusted. This became almost a status symbol on caravan roofs in the 80's and 90's and is still manufactured today.

Managing Director Allan Clark commented "The one millionth aerial represents a huge milestone for the business and recognises the effort and skill of all of the people that have worked at Maxview over the years and continue to do so. Although the business faced a number of challenges over the last few years we have maintained our core business and the quality of our product range for our customers."

Allan added "With the national roll out of digital TV and the switching off of the old analogue signals by 2012, it provides a new level of focus for all homes whether you are mobile in a caravan or in the comfort of your own chair. We have invested heavily in innovation and design with new products for both terrestrial and satellite to support the future growth of the business."

Maxview have celebrated the success of the Omnimax and the millionth caravan aerial by redesigning the box and including a Willie Wonker style Golden Ticket inside one of the aerials. The winner will receive a weekend for 2 in the historic town of King's Lynn staying in Grade 2 listed, 18th Century town centre hotel and a tour from a town guide. They will also get a tour of Maxview's factory, see how their aerial was made and even be able to make their own Omnimax.

This year also sees the latest version of the Omnimax aerial with a new slim-line variable signal booster that allows you to control the performance and picture quality on the screen. The external design of the Omnimax has remained the same for the last 25 years since the son of the owner invented the product in the 1980's.

The Omnimax has proved a success product around the world on caravans, motor homes, canal boats and motor cruisers, in fact anywhere where people need the convenience of the TV signal being there on their TV. It has been one of the most versatile and reliable product on the market.

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