

3<sup>rd</sup> August, 2010

## *Press Release*

# Ease of 'Plug and Play' supports Thuraya IP competitiveness in MSS market

**Abu Dhabi, 3<sup>rd</sup> August, 2010:** The world's smallest satellite broadband solution, Thuraya IP is designed with a user-friendly plug and play system. Thuraya IP is one of the few solutions on the market which does not require customers to install additional software when operating Thuraya IP.

Both data exchange and speed define the modern age of communication and those in need of rapid and reliable broadband services require easy and efficient access to the internet and email. Through a satellite broadband terminal such as Thuraya IP, customers can access high speed data services regardless of their location without having to install complicated and specialised software when using the solution which facilitates the connection process.

"Thuraya IP is a practical solution that facilitates easy access to the internet and email within the network's vast 140-country coverage area. The device is simple to install and use as its plug and play interface allows for a quick deployment in any remote location," said Thuraya's Vice President Technology Services, Mr. Ahmed Al Shamsi.

He also added that with Thuraya's advanced network resources are automatically allocated to IP customers in areas where there is high demand ensuring access to data services even when several simultaneous customers are using the product.

Thuraya IP is the first satellite broadband terminal to reach 384 Kbps video-streaming speeds and has Standard IP speeds of up to 444 Kbps. A-5 sized, it is a lightweight and portable device that offers asymmetric streaming whereby the user can select download and upload speeds without having to compromise on quality or cost. The terminal has seen market boost from vertical market customers such as broadcast media, government, oil and gas, military and individual users.

- ends -



About Thuraya ([www.thuraya.com](http://www.thuraya.com))

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, Australia and the Middle East. Services provided by Thuraya include broadband, maritime, mobile voice that support dual GSM and satellite mode, rural telephony, fleet management and other advanced applications that enable people and businesses everywhere under its coverage to enjoy constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology.

The Company launched its third satellite in January 2008, which has brought countries of the Asia-Pacific region under its footprint and extended its coverage to nearly two thirds of the globe's population.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region.

**For more information, please contact:**

Mr. Ebrahim K. Ebrahim  
Vice President Corporate Communications  
Thuraya Telecommunications Co.  
Post Box 283333 Dubai, UAE  
Tel: 971-4-4488-828  
Fax: 971-4-4488-899  
Email: [e\\_ebrahim@thuraya.com](mailto:e_ebrahim@thuraya.com)