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Press Release

Thuraya IP's flexible offerings meet vital segment demands

Abu Dhabi, 16th August, 2010: Thuraya's portable satellite broadband solution, Thuraya IP, is amongst the most competitive and cost effective broadband devices currently available in the market. The device, which is the world's smallest and most practical, is A-5 sized and weighs a mere 1,300 grams for the utmost in portability.

As satellite data services have become a major driving force in the communications world today, Thuraya Telecom Co. has ensured that its satellite broadband offerings are highly cost-effective and meet different demands.

"Thuraya IP has attractive airtime packages for both pre-paid and post-paid ensuring significant cost-savings for its end users. We provide unlimited usage packages for pre-paid and post-paid use of the terminal, which leads to dramatically reduced costs," said Thuraya's Senior Manager Product Management, Mr. Rashid Baba.

In addition, Thuraya IP is the only satellite broadband solution that provides asymmetric streaming capabilities, which allows users to control their upload and download streaming bandwidths contributing to significant savings, a particularly useful feature for vertical industries, such as the broadcast sector.

"If customers are able to control their streaming speeds they can select a high bandwidth for streaming videos from the field for example. If on the return path however the bandwidth required is low, then the user is only charged accordingly, reflecting in how much they are billed for the service," elaborated Mr. Baba.

Thuraya IP was the world's first satellite broadband solution to achieve 384 kbps streaming speeds and it provides Standard IP at 444 kbps. The device is supported by an advanced network that automatically allocates resources in areas where there is high demand ensuring reliability of service. The solution has generated interest from several market segments such as government, oil and gas, broadcast media, military, NGOs and individual users.

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About Thuraya (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.

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