

6<sup>th</sup> September 2011

## *Press Release*

### **Thuraya to Showcase World's Smallest Satellite Broadband Solution to Support 384 Kbps Streaming to Broadcast Media at IBC**

**Abu Dhabi, 6<sup>th</sup> September 2011:** Broadcast media consumers will be able to view Thuraya's cutting edge IP satellite broadband solution during the upcoming IBC exhibition in Amsterdam. Designed to meet the needs of broadcast media professionals who demand video-streaming capabilities from remote news hotspots, Thuraya IP is the world's smallest satellite broadband solution to support 384 Kbps streaming.

Thuraya IP is renowned for its unique compact A-5 size and portability - it weighs a mere 1.3kg - making it easy to slip into a rucksack or bag for travel purposes. Its simple plug-and-play system, requiring no additional software, means it can be set up in seconds; a key differentiator in an industry based on breaking news as it happens.

The solution supports Standard IP 444 Kbps speeds in addition to its 384 Kbps streaming capabilities, a world first in such a compact solution.

Additionally, Thuraya IP is the only solution to offer asymmetric streaming, a functionality that allows users to select their download and upload speeds. For reporters in the field who only wish to upload video and have very little requirements for download this is a significant cost-saving. When coupled with Thuraya's affordable unlimited data packages, it's quickly apparent why Thuraya IP is fast becoming the solution of choice for the broadcast industry.

Tested in extreme conditions and certified for its robustness, Thuraya IP comfortably integrates with specialised media solutions such as Quicklink, Streambox and Globecast.

Thuraya's Director of Product Management, Mr. Rashid Baba said, "Broadcast media consumers who wish to relay live information from anywhere within Thuraya's 140 country coverage area will find Thuraya IP a remarkable solution for the job. Tried and tested by broadcast media networks all across the globe, Thuraya IP is making a definitive name for itself in this dynamic and highly competitive sector."



He also added that Thuraya IP is supported by a technologically superior network. "Our network is capable of intelligently allocating bandwidth from areas of low-usage to areas of high-usage (hot spots) automatically. This ensures consumers can always connect to Thuraya's network even when there are multiple users using Thuraya IP simultaneously, making it the safest option available. Reliability is key for the media industry, especially in conflict zones where the safety of reporting teams is a high priority," elaborated Mr. Baba.

Also showcased at IBC will be Thuraya's ground-breaking handheld satellite phone, Thuraya XT. With advanced walk and talk functionalities the handheld is also dual-certified to be the world's toughest satellite phone. Thuraya XT benefits from the same powerful network support and offers a range of functionality including GPS navigation and GmPRS; it has the fastest data service on any satellite handheld. The phone continues Thuraya's focus on portability as it is still small enough to fit in any journalists' shirt pocket.

IBC 2011 will be taking place from 8<sup>th</sup> to 13<sup>th</sup> September in Amsterdam, Netherlands. It is expected to attract over 48,000 professionals and more than 1,300 exhibitors from over 140 countries.

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

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Europe, Africa, Middle East, Asia and Australia. 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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