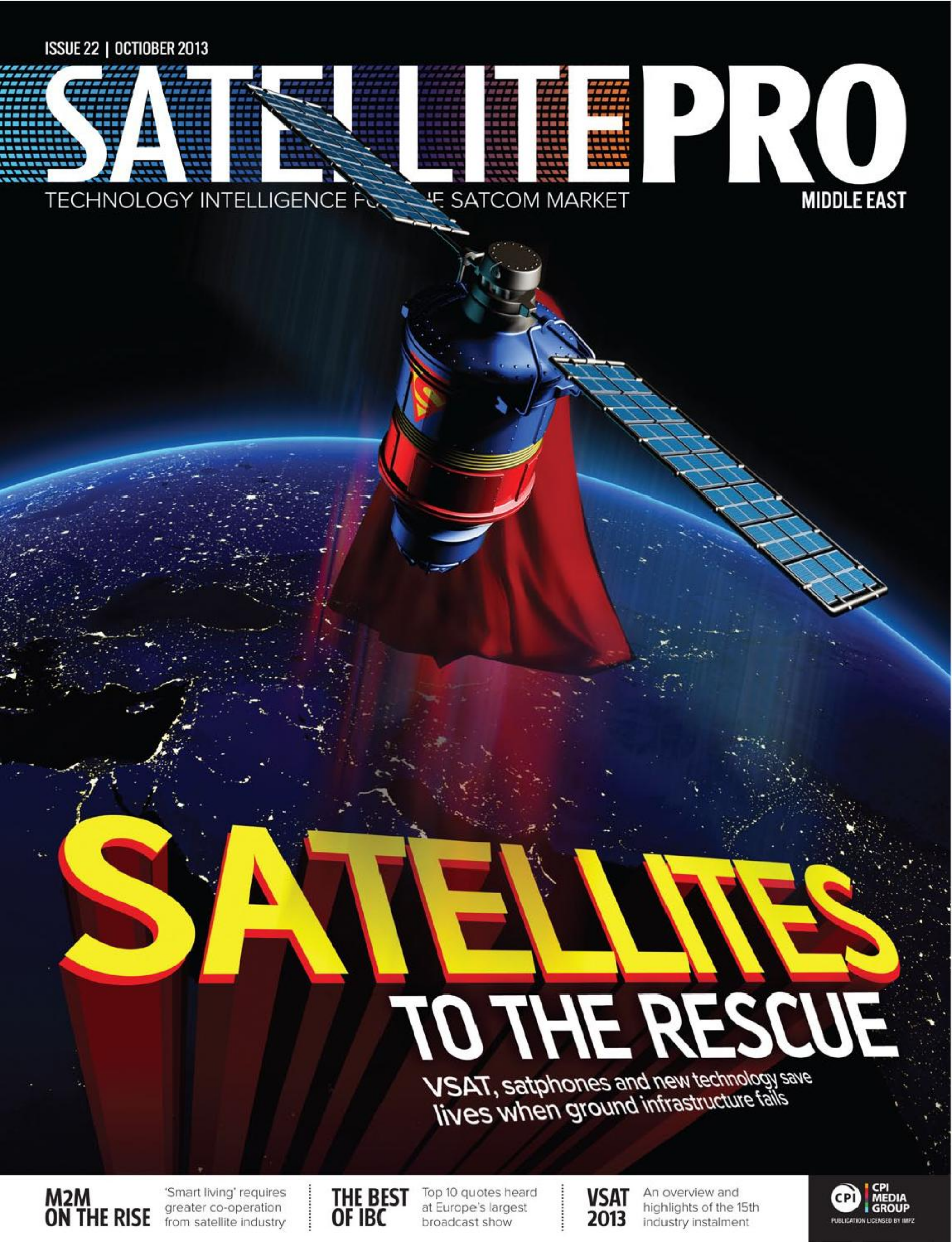


ISSUE 22 | OCTOBER 2013

# SATELLITE PRO

TECHNOLOGY INTELLIGENCE FOR THE SATCOM MARKET

MIDDLE EAST



# SATELLITES TO THE RESCUE

VSAT, satphones and new technology save lives when ground infrastructure fails

**M2M  
ON THE RISE**

'Smart living' requires greater co-operation from satellite industry

**THE BEST  
OF IBC**

Top 10 quotes heard at Europe's largest broadcast show

**VSAT  
2013**

An overview and highlights of the 15th industry instalment

**CPI  
MEDIA  
GROUP**  
PUBLICATION LICENSED BY IMFZ



**COMPLETE SATELLITE COMMUNICATIONS SOLUTIONS.  
ALL FROM ONE COMPANY.**



If you're looking for complete satellite communications solutions, look to L-3 GCS. Our combined expertise in satellite systems, airtime, network architecture and field support allows us to provide you with the tools for critical communications on and off the battlefield. We understand today's missions and are equipped to deliver reliable, interoperable solutions when you need them, where you need them.

**For more information, visit [L-3com.com/GCS](http://L-3com.com/GCS).**

**Publisher**  
Dominic De Sousa

**Group COO**  
Nadeem Hood

**Managing Director**  
Richard Judd  
richard.judd@cpimediagroup.com  
+971 4 440 9126

## EDITORIAL

**Group Editor - Broadcast Division**  
Vijaya Cherian  
vijaya.cherian@cpimediagroup.com  
+971 50 768 3435

**Editor**  
Adrienne Harebottle  
adrienne.harebottle@cpimediagroup.com  
+971 55 105 3776

## ADVERTISING

**Publishing Director**  
Raz Islam  
raz.islam@cpimediagroup.com  
+971 4 440 9129

**Group Sales Manager**  
Sandip Virk  
sandip.virk@cpimediagroup.com  
+44 773 444 2526

**Sales Manager**  
Rodi Hennawi  
rodi.hennawi@cpimediagroup.com  
+971 50 714 0427

## PRODUCTION AND DESIGN

**Graphic Designer**  
Glenn Roxas  
glenn.roxas@cpimediagroup.com

**PHOTOGRAPHY**  
Jay Colina  
Abdul Kader Pattambi

**Database Manager**  
Rajeesh M  
rajeesh.nair@cpimediagroup.com  
+971 4 440 9147

**Production Manager**  
James P. Tharian  
james.tharian@cpimediagroup.com  
+971 4 440 9146

**DIGITAL SERVICES**  
webmaster@cpimediagroup.com

**Digital Services Manager**  
Tristan Troy Maagma

**Web Developers**  
Joel Azcuna  
Janice Fulgencio

Published by



Registered at IMPZ  
PO Box 13700  
Dubai, UAE  
Tel: +971 4 440 9100  
Fax: +971 4 447 2409

Printed by  
Printwell Printing Press LLC

© Copyright 2013 CPI. All rights reserved. While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein.



### A rose-tinted haze

The past month has been a manic blur. IBC was a whirlwind of product and service launches, technology debuts and a supreme showcasing of broadcast's leading trends. It was my first visit this September and I can happily report that I was very well taken care of. I met a plethora of new companies and enjoyed exploring the very best in the latest technologies and product offerings. It was a lively environment; a perfect setting for me to catch up once again with the numerous satellite players who also attended.

From IBC, I moved on to VSAT 2013, which saw the three-day conference jam-packed with keynote speeches, interactive panel discussions and a summit on satellite interference prevention as well. By the end of the event, I was well and truly exhausted; information overload and the amount of walking and talking done (I must have averaged about six kilometres each day at IBC) took its toll. But what has been motivating, and perhaps helped me to carry on with the grind, is the positivity. IBC ended with my believing that the broadcast vertical is in good health, while VSAT 2013 reminded me how resilient the satellite industry is. That impression was bolstered by the creativity and ability of players to handle anything thrown at them, including the economic downturns.

I so do enjoy the pleasure of a rosy outlook. I only hope that I continue to recover from my Amsterdam experience so that I can write about all the new and exciting companies I've come across. Until then, I will still enjoy my rose-tinted haze. As always, I invite you to get in touch anytime – you should know by now that I'm always after a good story. If not, send me your news, it's always welcome.

**Adrienne Harebottle**  
Editor

### In this edition:



"What shipmasters and crew want is clear. We all want safety, of course"  
*Venkatesh Natarajan, Manager - Marine at Pioneer Ship Management Services*

– page 22



"Response teams can continue to collect data and video, and pass it over satellites from the heart of an emergency back to crisis centres"  
*Dave Davis, Senior Systems Engineer at iDirect*

– page 10



"For the Middle East, our focus is different; we're not looking to be a DTH operator from 75 degrees East. We're focused instead on the second line"  
*Mohammed Youssif, COO of ABS*

– page 16



"The S2 Extensions will allow more content to be handled by the same satellite"  
*Steven Soenens, Vice-President of Product Management at Newtec*

– page 40

# DRIVING GROWTH IN THE MIDDLE EAST



credit photo : Shutterstock

## NUMBER ONE FOR BROADCASTING

Eutelsat broadcasts more than 600 channels to over 30 million homes in the Middle East and North Africa. Reach your target audience via Eutelsat and be part of the number one broadcasting position in the region.

New office in Dubai:  
EUTELSAT MIDDLE EAST FZ-LLC  
Thuraya Tower II – Dubai Media City  
[www.eutelsat.ae](http://www.eutelsat.ae)



News

**4**  
**Expansion plans, field tests, new appointments**

Lift-off, new product launches, VSAT services and projects in Africa...

SatLead

**10**  
**Satellites to the Rescue**

After natural disasters, wars and man-made calamities, satellite communications play a pivotal role in first response, saving lives and specialist recovery

SatVertical: Broadcast

**16**  
**Tapping the Middle East's broadcast potential**

ABS' Mohamed Youssif discusses challenges and ambitions for the MEA region as well as the impact of the upcoming satellite

SatRoundtable: Maritime

**22**  
**All hands on deck**

We offer you a peak into the SatellitePro Maritime Roundtable

16



22



32



SatEvents

**28**  
**The Best of IBC**

On broadcast developments, growth and challenges, we bring you the event's top-10 quotes

SatM2M

**32**  
**Smart Living: Why aren't we there yet?**

The M2M industry and satellite players need greater co-operation in order to achieve B2C breakthroughs

SatEvents

**38**  
**VSAT 2013: exceeding expectations**

An overview of a better-than-expected event held in Amsterdam, featuring hot discussions on leading trends and crucial topics

SatGuest

**40**  
**Keeping up the standards**

From DVB-S2 Extensions to candidate technologies, significant increases in efficiencies have been achieved

# LIFT-OFF: EUTELSAT 25B/Es'hail 1 launch successful, Qatar gets a new star

Es'hailSat and Eutelsat Communications' jointly-owned EUTELSAT 25B/Es'hail 1 satellite was successfully launched on August 30 by an Ariane 5 rocket and began making its way for geostationary orbit. EUTELSAT 25B/Es'hail 1's solar panels were deployed within four hours of separation from the launch vehicle and the two companies have scheduled to bring their satellite into service at 25.5 degrees East at the end of October.

Ali Ahmed Al-Kuwari, CEO of Es'hailSat, said: "We are immensely proud to have witnessed here in Kourou the birth of a new star over Qatar with the successful launch of our Es'hail 1 satellite. The Es'hailSat programme plays an important strategic role as Qatar works to meet the rapidly growing communications needs in the region. With the arrival of Es'hail 1, we have completed the first step in our mission to become a centre of excellence in the region and develop a sustainable national satellite industry."

Based on the SSL 1300 platform of Space Systems/Loral, EUTELSAT 25B/Es'hail 1 is designed to serve broadcasters, businesses and public agencies in the Middle East, North Africa and Central Asia via capacity in the Ku and Ka bands. It will replace the EUTELSAT 25C satellite at the key 25.5 degrees East position to provide both superior geographic coverage and increased capacity to address dynamically expanding digital markets. Following EUTELSAT 25B/Es'hail 1's entry into service Eutelsat will redeploy its EUTELSAT 25C to another location where it will pursue commercial service.



Ali Ahmed Al-Kuwari, CEO of Es'hailSat

## India gets its first defence satellite

India's first defence satellite GSAT-7 was successfully launched on August 30 by Arianespace's Ariane 5 rocket, the same vehicle used to launch EUTELSAT 25B/Es'hail 1. Seven minutes after the joint-owned satellite was deployed, India's maiden dedicated spacecraft for defence applications was released, giving a major push to the country's maritime security. The Indian navy will be the user of the multi-band communication spacecraft, which was expected to be operational by the end of September at the time of press.

## NEWTEC, ASBU, ALGERIA'S TDA SIGN MAJOR DEAL FOR INTERACTIVE SATELLITE TERMINALS

Newtec and Télédiffusion d'Algérie (TDA) have signed a multimillion-dollar contract to deploy several of Newtec's interactive satellite terminals running on the Arab States Broadcasting Union (ASBU) Multimedia Exchange Network over Satellite (MENOS).



The ASBU-MENOS network is operated by ASBU on the satellite Arabsat 5A (30.5 degrees East). By deploying the Newtec technology, hosted on the ASBU platform, TDA will now have access to their own IP-based and fully automated, secure virtual network (VN) for contribution and exchange of radio and TV content at low and high bit rates. Using a VN provides the same services and benefits as owning a dedicated physical network, but is provided as hosted services by ASBU without TDA having to operate the complete system.

TDA will integrate Newtec's Ku-band Radio Satellite Interactive Terminals (SIT), TV Satellite Interactive Terminals, fixed and portable Fast News Gathering (FNG) SITs and IP data SITs. Those SITs will be deployed over 48 regions across Algeria with two separate networks for radio and TV contribution, connecting five major cities and villages.

The MENOS terminals will be deployed nationally over the next twelve months and will use the ASBU-MENOS hub, located and operated in Algiers.

+ [www.eshailsat.qa](http://www.eshailsat.qa) [www.eutelsat.com](http://www.eutelsat.com)

+ [www.isro.org](http://www.isro.org)

+ [www.newtec.eu](http://www.newtec.eu)

# Nawras to provide VSAT service for Dalma Energy rigs based in Oman



Nawras has signed an agreement with Oman-based, international drilling contractor Dalma Energy, to link all the company's land and mobile rigs in remote sites across Oman to the corporate office in Muscat using VSAT solutions.

Issa Al Kharusi, Nawras' Section Head - Key Accounts, said: "Nawras is

committed to supporting business in Oman and contributing to the prosperity and development of companies through pleasingly different communications solutions. VSAT uses satellites to provide connectivity in remote sites where terrestrial networks are not available, such as for oil or gas rigs in the middle of the desert."

Dalma Energy owns and operates land rigs throughout the MENA region. The company uses the VSAT solution for better communications links to all sites with most using VSAT technology since the end of 2012.

+ [www.nawras.om/nbs](http://www.nawras.om/nbs)

## INTELSAT, SOFTBANK MOBILE SUCCESSFULLY END FIELD TRIAL OF 3G SERVICE IN KENYA

Intelsat, a provider of satellite services, and Japan-based SoftBank Mobile Corp have announced the successful trial of a cost-effective, rural 3G mobile phone service in Kenya.

Intelsat supported the demonstration through capacity on the Intelsat 10 satellite and via the company's teleport based in Fuchsstadt, Germany.

The demonstration reinforced Intelsat's ability to deliver a high-throughput, managed VSAT-based 3G solution through the allocation of capacity based on traffic demands. Intelsat's fleet and IntelsatOne terrestrial network were instrumental in enabling the deployment in rural Kenya, an area of Africa not supported by traditional land line infrastructure.

SoftBank Mobile also utilises the Intelsat 8 satellite and a managed service offering via the IntelsatOne terrestrial network for the delivery of cellular and data backhaul services to its customers across the southern islands of Japan. The agreement enables SoftBank Mobile to expand its service area and enhance the company's offerings to customers in this geographically dispersed section of Japan.

+ [www.intelsat.com](http://www.intelsat.com)

## Bentley Walker extends internet coverage into Libya with platform, modems from Newtec

➤ Bentley Walker, a service provider for broadband satellite internet, is extending its service coverage toward Libya using Newtec's Ka-band VSAT broadband platform and mainly deploying services using the MDM2200 IP Satellite Modem.

The new service was scheduled to be live from September 26 (at the time of print) and will provide reliable high-speed broadband internet access across Libya via a Newtec IP Broadband HUB (Sat3Play) installed at

Avanti's gateway at Makarios Teleport in Cyprus. The new service will make use of Avanti's Hylas 2 Ka-band capacity, which was launched in August last year.

Complex geography coupled with poor terrestrial infrastructure in Libya means satellite-based broadband internet is quickly becoming a popular high-speed solution for the majority of the country, making Hylas 2 a promising opportunity.

+ [www.newtec.eu](http://www.newtec.eu)

## THURAYA UNVEILS NEW SATSLEEVE WITH ACCESS TO APPS, EMAIL, SOCIAL MEDIA

Thuraya Telecommunications Company has launched a new edition of the Thuraya SatSleeve, the world's first and only satellite adaptor for the iPhone.

The new release allows users to make phone calls and send SMS messages via Thuraya's satellite network, as well as enables them access to emails, popular social media and instant messaging apps such as Facebook, LinkedIn, Twitter and WhatsApp. Thuraya SatSleeve users can now post news updates, chat via messaging apps with their contacts as well as send and receive email from the most



remote locations in satellite mode. The device can be used across Thuraya's satellite network, which offers coverage in more than 140 countries around the world.

Thuraya SatSleeve enables ubiquitous coverage even in the most remote environments that are not served or underserved by terrestrial networks. The device also serves as a mobile communications device, in addition to being a security backup for users that are operating in remote locations and in areas where natural or man-made disasters can render terrestrial communications unavailable.

+ [www.thuraya.com](http://www.thuraya.com)

## GulfSat announces more capacity, acquires Kuwait broadcast license

GulfSat, a Kuwait-based satellite solutions provider, was recently awarded a broadcast licence by the Ministry of Information in Kuwait for its TV uplink business. The company has been operating in the region for 18 years with a VSAT license. The broadcast licence will enable it to become a major uplink provider for TV as well as the VSAT business, which places it in a unique position in the region.

"This licence will give us a chance

to strengthen our presence in Kuwait and open the door for new business opportunities abroad, taking into consideration that being granted this licence makes us the only official satellite broadcaster currently," says Mohammed Alhaj, Chairman of GulfSat.

GulfSat also announced that additional satellite capacity will be available on a new transponder on the E8WC satellite located at 7.8 degrees West from October 1, 2013.



+ [www.gulfsat.com](http://www.gulfsat.com)

## O3b Networks, Kymeta partner to develop flat panel antenna

O3b Networks and Kymeta Corporation, the company commercialising software-enabled metamaterials-based electronic beamforming antennae, have announced an agreement that will see the two companies develop flat panel satellite antennae for the O3b network.

The thin, light and low-cost antennae and terminals together with O3b Networks' high-speed, low-latency internet services are expected to open a wide range of new markets worldwide.

The two companies will jointly develop the satellite tracking antennae and terminals to be optimised for the fast and affordable satellite services that O3b will be offering. The agreement will result in a prototype by the end of 2014, at which

point a range of antenna and terminal products with various form factors will be announced by the two companies.

Steve Collar, CEO of O3b Networks, says: "At O3b, we are striving to bring the benefits of affordable, low-latency bandwidth to a growing number of people around the world and to delivering an ever expanding set of applications. Kymeta's flat, light, low-cost and low-maintenance antennae promise to provide O3b customers an extremely powerful, high-performance solution at a very attractive price."

+ [www.o3bnetworks.com](http://www.o3bnetworks.com)

+ [www.kymetacorp.com](http://www.kymetacorp.com)

## Inmarsat 5 GX satellites pass system life test

The first of three Inmarsat 5 Global Xpress (GX) satellites being built by Boeing has successfully completed a key system life test. The performance of the satellite met expectations during the spacecraft thermal vacuum test, which simulated the cold vacuum of space.

When operational, the Inmarsat 5 satellites will support Inmarsat's GX network, providing crucial data connectivity for both commercial and government users on land, at sea and in the air. The two remaining satellites, which will complete GX's global coverage, are currently in production at Boeing's Satellite Development Center.

+ [www.inmarsat.com](http://www.inmarsat.com)



## EIAST honours Dubai Sat 2 logo contest winners

The Emirates Institution for Advanced Science and Technology (EIAST) held an awards ceremony to honour the participants of the Dubai Sat 2 logo making contest. Seventeen-year-old Aliaa Ahmed Sayed from Al Khaleej National School was the overall winner for her use of the image of a falcon and the colours of the UAE flag to reflect the culture and history of the UAE. EIAST will place the logo on the satellite, which is scheduled for launch in the Q4 of 2013.

Winners from the different age groups who garnered the highest scores were also honoured with the youngest, a five-year-old participant, receiving a special honour.

+ [www.eiast.ae](http://www.eiast.ae)

### C-COM, VISLINK SIGN GLOBAL STRATEGIC PARTNERSHIP

C-COM Satellite Systems, a global provider of mobile auto-deploying satellite antenna systems, has entered into a strategic partnership with Vislink, a UK-based secure communication technology provider. Vislink will market, sell and support the C-COM-manufactured range of iNetVu products, which will complement Vislink's existing product range and allow it to expand into new vertical markets including oil and gas, mining, police, fire, emergency, and disaster management.

The iNetVu mobile antennae will be integrated with Vislink's technology and sold by Vislink to customers as turnkey systems. C-COM will also promote and sell Vislink's high-end SNG and MSAT antenna products by making it available to all its resellers around the globe.

C-COM and Vislink will also co-operate on joint R&D projects to develop new products.

+ [www.vislink.com](http://www.vislink.com)

+ [www.c-comsat.com](http://www.c-comsat.com)

## Quicklink, Inmarsat secure ESA contract to demo HEVC

Quicklink Video Distribution Services has announced that it will be undertaking a demonstration project of a custom mobile broadcast encoder utilising the latest high-efficiency video codec (HEVC) technology. This multimillion-dollar demonstration contract supported by the European Space Agency (ESA) invites key broadcasters Aljazeera, BBC, BSKyB, TV2 Denmark and TVI Portugal to evaluate and provide valuable user feedback of the equipment in field use.

The new BGAN HDR and GX networks from Inmarsat are an important part of this project, where all the key demonstration users will have the opportunity during the project time frame to evaluate the HEVC technology whilst broadcasting on the higher-throughput satellite networks.

The HEVC technology proposes to provide almost double the quality of current H.264 mobile encoders.

+ [www.inmarsat.com](http://www.inmarsat.com) [www.esa.int](http://www.esa.int)



## AIG to offer satellite launch, 10-year in-orbit satellite insurance



AIG has announced a new insurance solution – Launch plus 10 – to protect satellite owners and operators for the launch as well as the first 10 years of satellite in-orbit operation.

Joe Trotti, President and CEO of AIG Aerospace and Marine, says: “This new offering allows clients, for the first time, to align their insurance needs with their long-term operational requirements. In what is a complex, high-value asset business, this

protection gives clients greater certainty to budget for their long-term costs – knowing that the policy covers their asset over a significant portion of its expected design life.

“Typically, most assets are insured for the launch risk and 12 months and the policy is renewable each year. As the asset ages, and failure rates and losses emerge, the cost and coverage for clients can vary – adding a level of unpredictability to the operators’ business model. Our new product offers operators, owners and financiers greater risk transfer certainty over a longer period.

“AIG is one of the few carriers worldwide that can provide clients with a deep level of aerospace underwriting and claims expertise, proven long-term commitment to this sector as well as the necessary long-term financial security. The combination of these factors make this new solution a valuable proposition for our clients and brokers.”

The UK underwriting team at AIG Europe Limited will be offering Launch plus 10 to complement the existing space products and services that AIG already offers. AIG Europe Limited has appointed Sciemus Space Limited as a consultant.

+ [www.aig.com](http://www.aig.com)

## KVH taps more SES capacity to meet maritime demand

SES and KVH Industries have signed an expanded capacity agreement to connect luxury, government and commercial ships across the Caribbean and beyond. As part of the multi-year deal, KVH will utilise a 36MHz Ku-band transponder aboard SES’ AMC-21 satellite to provide high-speed internet access and VoIP services over its mini-VSAT broadband network to vessels traversing the Caribbean, the Gulf of Mexico and the coastal waters off the US Eastern Seaboard.

“KVH is expanding its mini-VSAT broadband network capacity around the world to provide mariners with the connectivity they need at sea. This latest

agreement with SES is aimed at delivering the reach and reliability a growing number of luxury yachts, commercial vessels and US Coast Guard cutters need to seamlessly operate in deep and coastal waters,” said Brent Bruun, Executive Vice-President of KVH’s Mobile Broadband Group.

The SES-KVH agreement will benefit the US Coast Guard and its mission-critical use of reliable mobile broadband throughout North America. KVH’s pact with the government homeland defence agency represents the largest maritime VSAT agreement to date.

+ [www.ses.com](http://www.ses.com)

+ [www.kvh.com](http://www.kvh.com)

## ARQIVA SELECTS NEWTEC TO UPGRADE ITS MODULATOR FLEET

Arqiva, the communications infrastructure and media services company, has selected Newtec’s M6100 Satellite Broadcast Modulator to upgrade parts of its network. This multi-year deal, enabled by Newtec’s long-term partner Sematron, also includes an upgrade and refurbishment of Arqiva’s existing infrastructure to provide additional capabilities for future enhancements.

The M6100 is the new generation DVB-S2, DVB-DSNG and DVB-S modulator specifically designed for contribution of television and radio content, primary distribution of content and broadcast direct-to-home. M6100 modulators have been developed to serve existing uplinks as well as being future-proofed for the upcoming DVB-S2 Extension standard due to be released later this year.

+ [www.newtec.eu](http://www.newtec.eu)

## Inmarsat, Telespazio partner for global energy sector, M2M services

Inmarsat and Telespazio (Finmeccanica/Thales) are teaming up to develop joint offerings for energy and machine-to-machine (M2M) customers in Europe.

Mobile satellite services (MSS) have long been an established part of the communications mix in the energy sector, frequently operating in areas that are remote from fixed-line and wireless networks. Both companies will look to collaborate on specific projects to enhance their services and product offerings for this industry, particularly in the high-growth area of M2M and remote applications.

President of Inmarsat Enterprise Ronald Spithout said: “The significance of our two companies working together on new offerings will provide important benefits for the energy sector. It opens up new possibilities for both companies.”

+ [www.inmarsat.com](http://www.inmarsat.com)

+ [www.telespazio.com](http://www.telespazio.com)

# Key Appointments

## Thuraya appoints Randy Roberts as Vice-President of Innovation



Thuraya Telecommunications Company has announced that Randy Roberts has joined the company as Vice-President of Innovation. In the newly created role, Roberts will oversee product

development, product management and solutions engineering. Roberts will report to Samer Halawi, CEO of Thuraya, and serve as a member of the company's executive team. Roberts, who joins Thuraya from Siemens Enterprise Communications where he was the vice-president of the global mobile product portfolio, has more than 25 years of experience at leading mobile device manufacturers. He brings a wealth of experience in application, hardware and software development, in addition to a strong background in product development and management.

+ [www.thuraya.com](http://www.thuraya.com)

## Thomas Van den Driessche becomes Newtec's CCO



Thomas Van den Driessche has been appointed as Newtec's new CCO and will lead the global sales team to achieve ambitious growth objectives. He will also remain responsible for

the company's marketing strategy.

Having joined Newtec as a Regional Sales Director for Europe in 2007 and after holding several positions in the company since then, including Vice-President of Market Strategy, Van den Driessche brings his vast experience in sales, marketing and management to the role. He will work closely with the Regional Sales Vice-President's for EMEA, Americas and Asia.

+ [www.newtec.eu](http://www.newtec.eu)



## ORANGE APPOINTS MARTIN DENARI AS GLOBAL DIRECTOR OF OIL, GAS

Orange Business Services has appointed Martin Denari as Global Director of the company's industry sector focused on oil, gas and mining. With more than 25 years of experience and executive leadership, Denari oversees the development of Orange's communications and vertical-specific solutions for large exploration and production companies that operate on an international scale.

In his new position, Denari will leverage Orange's global reach covering 220 countries and territories and deep solutions portfolio to design an ICT-sustainable environment for these companies to operate.

+ [www.orange-business.com](http://www.orange-business.com)



## COBHAM BROADCAST APPOINTS NEW TECHNICAL SERVICES MANAGER

Cobham Broadcast has appointed Sam Medler as Technical Services Manager for Broadcast. Medler, who will be based at the company's headoffice in the United Kingdom, is now a direct liaison for all existing as well as prospective Cobham Broadcast customers from around the world.

Medler has extensive experience in technical service and project management, including international service and support, research and design of system architectures for video and data capture, storage and transfer as well as technical cost and benefit assessment.

+ [www.cobham.com](http://www.cobham.com)



## KVH INDUSTRIES APPOINTS NEW VICE-PRESIDENT OF GLOBAL BROADBAND SALES

Mark Guthrie has joined KVH Industries as the new Vice-President of Global Mobile Broadband Sales and is responsible for managing the development of the mini-VSAT broadband network and its related products and services.

Guthrie began his career at British Telecom, an important player in the UK telecom and satcom markets, before joining Europe Star, where he managed European sales and marketing strategies. He later led Verestar's VSAT-managed services group for the EMEA region. After being acquired by SES in 2004, Guthrie served in a variety of roles in the UK and US offices, managing VSAT services, sales and operations for various. He was also responsible for IP Prime sales at SES before returning to the UK to lead the satellite leasing business.

+ [www.kvh.com](http://www.kvh.com)

## SKOT BUTLER TO LEAD BUSINESS DEVELOPMENT AT INTELSAT GENERAL

Skot Butler has been named Vice-President of Sales, Marketing and Business Development for Intelsat General Corp, responsible for managing the team that serves the

company's customers and partners, including the US Department of Defense, NATO, various civil agencies and commercial enterprises within the United States and Europe.

Butler, who joined Intelsat General in 2006 was most recently was director of solutions development.

+ [www.intelsatgeneral.com](http://www.intelsatgeneral.com)

yahlive



New TV hotspot over the region

Try different quality you have ever seen



*we connect...*



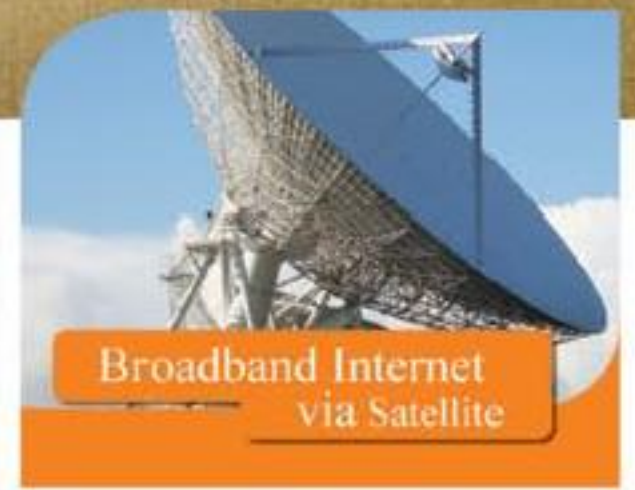
Broadcasting Service



iDirect Service



MVSAT Service Provider



Broadband Internet via Satellite

Northtelecom

Tel : +97144529993  
Fax: +97144584662  
www.northtelecom.com

Yahsat KU East Beam



Yahsat C-Band







---

# SATELLITES TO THE RESCUE

---

When disaster strikes, satellites are often the only means to communicate. From rescuing people or assets, to recovery post-crisis, birds are crucial, and systems and technology available have come a long way

**W**hat would happen if all the world's satellites stopped working? To answer, the more aware man on the street may first say he'd miss his favourite TV shows, and the gadget-savvy person would wonder why their GPS wasn't working. But what about realising that the world is about to meet wide-spread chaos without global satellite communications? Many an Average-Joe often overlooks how dependent we are on satellites.

While the sports enthusiast is tapping at his satellite TV decoder, trying to get his show back on to check the international fixtures, an army commander has lost contact with the armed drones he was controlling. While aircraft flying towards each other in the clouds are cut off from ground control, ships are unable to send distress calls, soldiers are stranded, patients in remote areas are helpless and the survivors of a tsunami are on their own.

Satellites play a crucial role before and during emergencies, including man-made crises and natural disasters. This is not only due to their being active 24/7, but because the industry has made advancements in

systems, services and devices. Because of this, satellites are responsible for saving thousands of lives by evacuating areas about to be hit by severe hazards as well as for saving people stranded in deserts, mountains and out at sea.

Satellites are equally critical after a disaster hits a community across urban, rural or remote locations, says Dave Davis, Senior Systems Engineer at iDirect.

"Local communications infrastructure will likely be unreliable, damaged or heavily congested. That can seriously impede the ability of emergency responders to address the situation. This is especially important to countries in the Middle East, which can experience a wide range of emergency situations – from major earthquakes and floods to everyday power outages. Over the past 25 years, hundreds of disasters in the region caused significant casualties and left people in the region hurting and homeless," says Davis.

Satellite networks provide emergency responders with an immediate, reliable, high-speed back-up solution to help keep disaster management teams informed and connected, and ensure that a relief

operation is successful.

“Satellite is independent from terrestrial networks and quick to deploy. Satellite is also versatile; it supports mobile and fixed communications – including voice, data and video – to maintain full coverage of the disaster zone at all times,” says Davis.

### Satphones

“One of the best ways to understand the effectiveness of satellite is to examine how the technology is used during a typical relief effort. Early entry teams need to assess the initial impact and prioritise which teams and equipment are called forward first. They can accomplish this using satellite handheld terminals, or satellite phones.

“The choice of satphone will be down to the type of terrain. Some satphones use geosynchronous orbits, so once you can see the satellite, they can hold up reliable calls. However, if the terrain means that these satellites can't be seen, then satphones that use low earth orbits will be used. Response teams should carry a mixture of satphones to cover all bases. After this initial phase, emergency responders need to provide more detailed assessments and build a clearer picture to the government

---

**“Terrestrial connectivity is not reliable enough to maintain communications throughout an entire relief operation. Satellite communications offers quickly deployable, scalable, economical and reliable connectivity. And that can make all the difference in emergency life-and-death situations where every second counts.”**

DAVE DAVIS, Senior Systems Engineer at iDirect

or NGO crisis centres, far away from the disaster zone.

“Satphones and small satellite terminals can provide an efficient way for this type of early response. Some of these terminals can even be made available to the local population to begin the process of reuniting families. This simple, but unbelievably important step can make a huge difference to a family hit by the worst imaginable scenario,” explains Davis.

While satellite equipment isn't commonplace in the average home, significant developments have been made, making a lot of devices and terminals both easily accessible and easy-to-use to the everyday man. An example of this is the SatSleeve, an adaptor for the iPhone that quickly turns your mobile phone into a satphone by sliding it into the device. Thuraya Telecommunications Company, the SatSleeve creator, also offers a light-weight and easily portable IP terminal, giving users satellite connectivity through simple plug and play.

These innovations have given ordinary civilians access to life-saving equipment, and in April this year, two Emiratis were rescued from the Saudi Rub Al Khali, also known as the Empty Quarter, after running out of petrol. Saudi border guards at Al Bataha crossing point near the UAE border were able to locate the Emiratis' approximate position based on their last phone call by using Thuraya network.

### VSAT

Rescue and recovery teams, in many instances, are joined by media looking to send their news back over satellite to their newsrooms, ideally as a live feed. As more teams arrive and specialists get on the scene, bandwidth-heavy applications such as video teleconferencing (VTC), disaster management software and geographic information systems can be deployed. However, these applications often require large data transfers for which more capable broadband satellite terminals, or VSATs are needed as they can handle the increased bandwidth.

“VSAT terminals can be transported in backpacks or in vehicles. They enable the teams on the ground to have access

to internet connections akin to those in most small offices. Using VSAT technology, response teams can continue to collect data and video, and pass it over satellites from the heart of an emergency back to crisis centres, giving a real-time assessment of the situation in the field.

“The team in the crisis centre can pull more information as required, ensuring the right decisions can be made swiftly using the maximum amount of information available as it happens. At this stage, the media teams would normally have VSATs on site as well, providing full coverage, live video streams and in-depth analysis,” says Davis.

Even before emergency responders arrive on the scene, they can get connected through VSAT-enabled communications on the move (COTM). Any emergency response vehicle can be equipped with COTM satellite technology to provide full voice, data and video service while a vehicle is in transit. Once the vehicle is stationed at the scene, it can provide local coverage for the duration of the relief effort.

“As response teams pull out, semi-permanent satellite terminals can be deployed to provide communications to the local population and help communities begin to rebuild over the following weeks, sometimes months,” says Davis.

### HTS and economical bandwidth

High-throughput satellites (HTS) are an emerging type of satellite that increases bandwidth throughput per megabyte, which drives down bandwidth costs. This means more applications, such as HD video and VTC, can be used. HTS provides an economical solution to the increase in bandwidth requirements and makes satellite a cost-effective and adaptable solution for disaster relief efforts.

“The need for effective communications is clear. Terrestrial connectivity is not reliable enough to maintain communications throughout an entire relief operation. Satellite communications, however, offers quickly deployable, scalable, economical and reliable connectivity. And that can make all the difference in emergency life-and-death situations where every single second counts,” says Davis.

---

**"The Storm sensors will positively impact every human being on the planet, by providing life- and property-saving, severe weather forecast information and unparalleled weather and atmospheric data to significantly benefit society."**

FORREST FACKRELL, Chief Development Officer at GeoMetWatch.

---

---

**“The shortcomings of radio communications for safety incidence were identified after the sinking of the Titanic in 1912. The birth of satellite communications allowed for the creation of specific methods, devices and systems through the massive coverage of satellites that overcame these shortcomings and saved countless lives.**

KYLE HURST, Director of Market Development – Maritime, Thuraya

---

### Maritime and SOS

Satellite has hugely impacted the maritime sector, explains Kyle Hurst, Director of Market Development – Maritime, Thuraya, adding that uncountable lives have been saved as a direct result.

“Before satellite communications, ships used radio to communicate which had some key limitations. Two of these were related to the limited coverage of radio and a person sending an urgent message could not be assured that anyone was listening. The shortcomings of radio communications for safety incidence were identified after the sinking of the Titanic in 1912. The birth of satellite communications allowed for the creation of specific methods, devices and systems through the massive coverage of satellites that overcame these shortcomings and saved countless lives.

“There are very detailed systems for large (over 300 GRT) ocean-going vessels such as the Global Maritime Distress Safety Systems (GMDSS) and devices such as Emergency Position Indicating Radio Beacons (EPIRB). At Thuraya, we are looking at developing systems and devices that can be small, simple and cost effective enough to be installed on almost any vessel. Thuraya is promoting our “Alert” capability, which will be available on our voice, narrowband and broadband terminals and is designed to provide a facility to alert someone that a vessel may be facing a dangerous situation rather than the imminent and specific nature of distress.”

Thuraya’s Alert feature allows a preformatted message together with the time, date and GPS coordinates to be sent to up to three contacts providing specific information in a very short period of time. Once the Alert button is activated, it sends this vital data to someone who can provide assistance no matter where the vessel is located. This means if the vessel is in trouble, the right people get the right information as quickly as possible.

“Satellites are there 24/7 providing a communications channel back to the rest of the world. Being able to send critical information such as which vessel is in trouble and where it is, means that help can arrive sooner and there is a better chance of saving the vessels and/or crew. In a security

incident such as a piracy attempt, clear and concise information can enable protection personnel to be acutely apprised of a situation. This facilitates an appropriate and proportional response. The creation of Citadel Communications is another way that satellite technology assists with security. A dedicated and covert telephone is installed in a safe room to allow the crew to communicate if the vessel has been compromised,” says Hurst.

### Natural disasters

While satellites play a life-saving role after a disaster has struck, they are also able protect an untold number of lives by sending early warnings and evacuation notifications before severe weather wreaks havoc on a location. Advancements in this area have been made, most notably with the launch of GeoMetWatch’s Sounding and Tracking Observatory for Regional Meteorology, or rather Storm, sensors.

In April this year, AsiaSat and GeoMetWatch Corp entered into a strategic partnership to host the first of six Storm instruments on board a new satellite planned to be launched by AsiaSat in 2016.

“In some cases, the Storm instrument will yield up to three orders of magnitude better performance than current instruments. The total constellation of six Storm instruments will collect approximately 685,000,000 soundings every day. The sheer amount of data collected, combined with the ability to process the data quickly, will yield faster results. Severe weather warnings are expected to occur up to several hours earlier than they do today,” says Forrest Fackrell, Chief Development Officer at GeoMetWatch.

“The Storm sensors will positively impact every human being on the planet, by providing life- and property-saving, severe weather forecast information and unparalleled weather and atmospheric data to significantly benefit society. These sensors can provide countries 80% of the critical observations required to effectively manage the impact of the GEOSS’ (Global Earth Observation System of Systems) nine societal benefit areas; including disasters, health, energy, climate, water, weather, ecosystems, agriculture and biodiversity.” **PRO**



## connecting people across horizons

The future is exciting for the satellite industry with its rapidly changing trends. As we enter into this new era, HorizonSat continues to do what it does best by implementing technological breakthroughs with primary focus on its customer's objectives through sustainability and growth.

HorizonSat, the chosen partner for mission critical applications that many have come to rely on.



Asia Broadcast Satellite is readying to launch its ABS-2 75E bird early next year, the first of five new satellites to come. Mohamed Youssif, the company's COO, discusses how the extra capacity will impact the Middle East and Africa and talks ambitions, challenges and growth

# TAPPING THE MIDDLE EAST'S BROADCAST POTENTIAL

**Asia Broadcast Satellite (ABS) has its eye on the Middle East and Africa, and the next four years will be busy times for the company; five satellites are on order. To ensure its presence in these two important regions, the Asian satellite operator has made sure that the future additions to its fleet will provide coverage here through one beam or another. One such upcoming satellite, the ABS-2 75E, which is scheduled for launch in the Q1 of 2014, will provide significantly increased capacity from the 75-degrees East location.**

While this is not a hotspot for the Middle East but rather Asia, the satellite's Ka- and ku-band beams will cover the MENA region. In all, four continents will be served by the ABS-2 75E satellite. Direct-to-home (DTH) services will be delivered to customers in the eastern hemisphere, however, the company is planning on investing its extra capacity in different ways for the Middle East and Africa. Connectivity requirements for Africa and South East Asia are accommodated by high-powered C-band beams, while cost-effective solutions for commercial and military applications in the Middle East and North Africa are provided by the Ka-band beam.

Instead of DTH services, ABS is planning on using its Middle East capacity for 'second line' services, says Mohamed Youssif, COO of ABS.

"Currently, the situation in the Middle East is that there is a lot of growth in broadcast; a lot of channels are coming up and we have a lot of channels planned. It is the only market that is still depending heavily on satellites to watch TV. The first line is the viewers pointing their dishes at an incumbent satellite operators in order to watch TV. The second line refers to how the broadcasters move their content from one place to another; they also use satellite for this.

"For the Middle East region, our focus is different; we're not looking to be a DTH operator from 75 degrees East for the Middle East. We're focused on this second line, which includes VSAT, mobility and

what we call distribution or backhauling. We're looking to use this increased capacity afforded by the new ABS-2 75E satellite to increase backhauling."

It may be surprising that ABS is not focused on DTH services for the region, considering the prevalence and health of this business across the Middle East. According to Youssif, the vast majority of TV viewers in the region are using satellite and the services are coming directly from the birds.

"The latest study I've seen shows that around 90% of the people watching TV in the Middle East are watching via satellite and about 80 to 85% are DTH customers. A very small percentage of viewers are watching through cable because there aren't many countries in the region that have cable services."

However, ABS has always sought out new opportunities and, according to Youssif, has earned itself a reputation for aggressively finding new avenues of business.

"ABS is like the new aggressive kid in the region. We have been very well known in the industry as the aggressive player, whereby we create our own opportunities from scratch; we don't just move on existing opportunities."

---

**ABS is like the new aggressive kid in the region. We have been very well known in the industry as the aggressive player, whereby we create our own opportunities from scratch; we don't just move on existing opportunities**

---



### Ambitions for MEA

“ABS is coming up with many satellites and the next four years will be very busy for us; we have a lot of satellites on order. Every one of these has coverage in the region and this is because we believe that the Middle East and Africa in general is where the strong growth will be. Any of the top four satellites operators will echo the same thing. And based on this belief, all the future satellites that we have will have coverage in these regions in one band or another. When you consider our fleet including all the satellites that are coming up, when combined, we have C, Ku, Ka, we even have S band. So we’re really putting a lot of effort to be in the region and in fact, we’d like to be an important player in the Middle East, and based on the capacity we’re going to offer, I see that this will be easily achieved.”

Africa represents a wealth of opportunities, primarily because it’s lacking in fibre. However, even if the continent made advances in ground

infrastructure in the near future, its opportunistic qualities won’t diminish, explains Youssif.

“When you look at all the cables coming into Africa, they’re all coming around the continent. There are no cables going deep into Africa, which leaves the door wide open for satellite. This is why all satellite operators believe that Africa is where all the major growth is, and I don’t think the opportunities afforded will be short-lived. Other continents that do have cable, such as Europe, are still using satellite. So the presence of fibre changes how satellite is used, but it will never kill the industry.”

Youssif sees the satellite industry being very resilient and based on past ebbs and flows, he expects to see growth in the future, albeit, possibly at reduced levels to that experienced in the last five years.

“The satellite industry in the Middle East follows the industry worldwide in general. What we’re seeing so far is that the satellite industry is being very resilient; even in tough times, satellite operators have still grown. The satellite industry is just like any other; it has its peaks and troughs, however, when the financial problems hit, the satellite industry was still growing. So it has been and is very resilient.

“I’ve been in the industry for many years and I’ve heard numerous people over the last 30 years say: ‘Oh one day, it’ll be over for satellites.’ But guess what, satellites are growing all over the world. In the past, a lot of people went mobile and operators were increasingly present, and during this time, many people said that satellite would be on the decline. And what happened? Satellites then came in to be used to bridge the gaps for mobile cells. So satellite always finds a way to stay alive.

“In the Middle East, we’re following this trend, which is now on the rise. It might go a little flat in the next three years, however, it will pick up again. And this is what many experts in the industry believe; upcoming growth will not be like what we experienced in the last five

years but there will still be growth, which is very positive.”

Resilience, high demand and bright forecasts, the satellite industry in the Middle East appears healthy, however, it is not without its challenges and obstacles, says Youssif, citing regulation as a barrier.

### Challenges

“I still see that regulation is a challenge in the Middle East. To give an example, there are many countries in the Middle East where two-way internet via satellite is not allowed. That obviously affects and hampers growth. Another challenge is on the other side of the coin. In some parts of the world, there are so many options available other than satellites. So where we need satellite capacity, the regulation doesn’t allow it and other areas, even if they allow it, there is a lot of competition. These are the realities facing any satellite operator in the region.”

The main trend in the Middle East is Ka band, says Youssif, adding that this in line with international markets.

“Everyone is jumping on the wagon at present. They want high-throughput satellite (HTS) for internet and a small dish, so the trend here is similar to what the world is now talking about: HTS. It’s a strong trend and most customers will be looking for it.”

Based on ABS’ fleet, including its upcoming birds, with which it boasts extensive coverage for almost the whole globe, the company has reason to have a rosy outlook. ABS has enjoyed double-digit growth and on the back of its nature to aggressively pursue new business, it looks well positioned for the next several years.

“The way the company has been growing, which is around 30% annually for the last five years, means we are the fastest growing satellite operator in the world. This is something we are all very proud of. In 2006, the company had just one satellite, but now we have five satellites in orbit with another five more satellites on order. So this is phenomenal growth that no other satellite operator can claim.” **PRO**

---

**All satellite operators believe Africa is where the major growth is and I don’t think the opportunities will be short-lived. Other continents that have cable are still using satellite. So the presence of fibre changes how satellite is used, but it will never kill the satellite industry**

---

## **ABS-2 75E: bands and coverage**

The ABS-2 75E, boasting 89 transponders, is one of the heaviest satellites ever built by SSL. Normally, broadcasting satellites in the region are between four and five tonnes, while the ABS-2 75E well exceeds this. Once launched in 2014, it will serve four continents using beams in Ku, C and Ka bands.

DTH services for customers in the eastern hemisphere will be provided on six dedicated, high-powered Ku-band beams. Its Ku-band capacity provides multiple connectivity options while requirements for Africa and South East Asia are accommodated by the high-powered C-band beams. Cost-effective solutions for commercial and military applications in the MENA region are provided by the Ka-band beam.

Coverage includes:

### **Ku band**

Russia Beam  
MENA Beam  
Southern Beam  
India Beam  
S. Korea/SE Asia Beam

### **C band**

West Hemi Beam  
East Hemi Beam  
Global Beam

### **Ka band**

MENA Beam



**Our world. Now sharper than  
ever with the HDTV portal of  
the Middle East. Your world.**



## See the difference with the region's largest satellite operator

With the reach, power and unmatched capacity of Arabsat's state-of-the-art satellite fleet, the largest Arab community in the sky now brings you more power to experience the future in incredible detail. No wonder most free-to-air HD-TV channels in the MENA region are exclusively broadcasting on Arabsat, the HD-TV portal of the Middle East. Join our premium community today!

[www.arabsat.com](http://www.arabsat.com)



عرب سات  
ARABSAT

Our world. Your world.



End users, service providers, manufacturers; maritime players gathered for the *SatellitePro* Roundtable. Co-moderator Khaled Mokhtar outlined the discussions, which focussed on current and future challenges, highlighting trends and co-operation. We bring you some of the highpoints and principle views covered





## ON THE SUBJECT OF MARITIME NEWCOMERS

The sector has seen some changes recently in the line-up of companies offering services, solutions or products in maritime. Manufacturers and service providers that have traditionally served other verticals are now playing a role in the market. While more services available can increase capabilities and meet a wider range of end-user requirements, systems integration can also become more complex, says Khaled Mokhtar, co-moderator.

### SHEREEN HANAFI (Thuraya)

As a mobile satellite services operator, we're well known for our handheld satellite phones. Traditionally, we're very strong in our land-based satellite segment, however, we've had feedback from the maritime market, asking us for alternatives. I think this has been a big issue in the sector; there hasn't been a competitor in the market or a lot of services offered across the board. The maritime sector was one of the first users of satellite communications and this has been common place together with some services in various segments, and we're seeing cruise ships and the like on the rise. However, there are some segments that haven't been so well served such as fisheries. This led us to come up with some new products including the SF2500 and the Seagull 5000i with Fax Connect for which we've seen good traction. We also see great opportunities for VSAT back-up and L band-based solutions. In June, we also launched our Maritime Broadband and we've seen a good response.

### JEROEN HUSKEN (Newtec)

Newtec has also not traditionally been in the maritime sector. Newtec started out in the broadcast vertical; we developed the DVB-S, DVB-S2 and have moved this technology into other areas. Nowadays, we provide a wide range of products for broadcast as well as two-way systems for point-to-point, point-to-multipoint and share-bandwidth applications. Now, by the success of some of our solutions, we've been drawn into the maritime sector, which has quite a few elements that play in our favour. An example is the number of fading conditions; the environment is not so easy for satellite connectivity to always work in the most optimum efficiency. Newtec has always pioneered in developing technology to adapt to changing circumstances. We have adaptive coding modulation in most of our products on the outbound and on the return. If you have these different fading conditions, we're always able to maximise the efficiency of a link. In Europe, we've deployed our satellite tripleplay system with SES, Eutelsat and various others. Even in the European environment, we've shipped around 100,000 IP terminals to provide IP broadband, and this says a lot because Europe has very good terrestrial fibre connectivity. Some of the service providers have taken this IP connectivity on ships on the Rhine and other rivers that are within the SES satellite footprint. This goes to show that the solution we offer today is quite suitable for the maritime environment, and it might be appropriate to take this further to provide these services to operators in the Middle East.

### KHALED MOKHTAR (Access Partnership)

It can be very good to have various systems on a sail vessel. This moves me onto the subject of systems integration. Beyond the communication or RF (radio frequency) side of things, what systems integrators do is very complicated; often they have to integrate numerous systems together with the end user equipment while ensuring that there aren't any conflicts in the services. They also have to take care of numerous cables to meet the maritime standards. This would require a level of co-operation between the service providers, systems integrator and end user.

### GLEB LARIONOV (XSAT Global)

This depends on the applications that the end users want to use. Systems integration, generally speaking, is not a simple task. Each installation can face particular problems. The concept of systems integration in the end is the same. Of course, in maritime it's different to fixed satellite services on land. You need to have different antenna systems to handle the maritime because you're either on a floating boat or a floating rig, which means you need a kind of SOTM (satcomms-on-the-move) approach to configuring all the antennae. In the end, it can be treated like a normal VSAT in terms of going to the hub, and from the hub back on the where it needs to go.



**“Even in the European environment, we’ve shipped around 100,000 IP terminals to provide IP broadband, and this says a lot because Europe has very good terrestrial fibre connectivity.”**

JEROEN HUSKEN,  
Regional Sales Manager –  
Middle East at Newtec

## TRENDS, CHANGES AND OPTIMISATION



**RAJESH BHAT (XSAT Global):**

Awareness of VSAT is increasing. Fleetbroadband brought the broadband concept to the market, but this was limited. Both big and small ships have a limited budget but, of course, they all want unlimited bandwidth. This led to VSAT becoming an important trend in the sector. Another important factor is the arrival of Ka band; while it's already featured on land, it's now becoming increasingly relevant in the maritime sector with developments currently underway. Ship owners are looking to get high bandwidth on their ships and Inmarsat is trying to offer greater bandwidth at a lower price. So developments are underway and the market is growing. However, the structure of doing business is rather disorganised and uneven; big players are competing with small players. This doesn't allow for the proper structure with which a service provider can adequately plan.

**NEMANJA MARKOVIC (RigNet)**

We are not tied to a specific kind of technology; rather we are open to deploying the best kind of technology available in the market to best meet the customer's needs. Bandwidth demand is increasing; requirements are higher on board, both on shore and off shore. It's very important to make the most out of this and utilise the bandwidth in the most efficient way. And this is how we manage our service; we don't try to over sell to the client, we focus on optimising the most out of the bandwidth they are buying, which gives better value for money. We started off serving the offshore drilling industry before moving on to other segments and verticals such as the energy market. We saw demand to serve the vessels supporting the offshore platforms and also the offshore accommodation for the employees working on these platforms. Crew welfare is more important nowadays, and many employees will not work with a company that doesn't offer services including internet.

**SHEREEN HANAFI (Thuraya)**

Our market research indicates that what end users are looking for is a simple way to use the equipment. Not only could the end user be out at sea, but they could be in a war zone, where a technician is not available to help make a phone call or to send an email, for example. At present the bring-your-own-device (BYOD) trend is very strong. People want to use their own mobile devices, iPhones and laptops in the work environment. What complements this well is the SatSleeve, which can be easily slipped onto the iPhone turning it into a satellite phone. We didn't expect this to be so successful in the maritime sector, but for crew calling, it's really taking off. It means that a captain can have a SatSleeve, which can be then used by several or all seafarers on their mobile phones to make calls.

**KHALED MOKHTAR (Access Partnership)**

It's not about a choice between an expensive or cheap system, but it's a question of what applications are to be used by the end user. We can also take a look beyond communications, VoIP and voice; it is also about machine-to-machine (M2M) connectivity. Currently, regulators are working to put into place a framework for M2M.



**“Our market research indicates that what end users are looking for is a simple way to use the equipment”**

SHEREEN HANAFI,  
Director of Communications  
at Thuraya



**“Overall, we see the maritime sector growing; supporting this are the new technologies available such as Ka-band satellites, which I see as being more complementary to existing systems than a spectrum to take over the others. In many instances, we still have C band or L band as a primary option”**

NEMANJA MARKOVIC, Sales Executive at RigNet



## END USER EXPECTATIONS AND LIMITATIONS



**“What shipmasters and crew want is clear; we want safety, of course”**

VENKATESH NATARAJAN,  
Manager – Marine at Pioneer Ship Management Services



### GLEB LARIONOV (XSAT Global)

The problem is that many of the end users, the ship masters, don't want to know anything about modernising their systems. They have their old Inmarsat A, for example, which they've been using for who knows how many years, and that's it; they don't want to know about improvements or advancements, or any new things. You can ask the crew about their shipmaster and they'll all tell you he'll be at the youngest 45, which can be another problem. You bring them new terminals, like Thuraya, for example, and show them all the new capabilities such as voice, video conferencing, 4K, but the shipmaster doesn't even really know what video conferencing is.

### KHALED MOKHTAR (Access Partnership)

This is why communication is essential, we need to talk to each other. We can't just communicate briefly enough to just find out the requirements of the client, because they could be telling you what they believe they need when in reality, there are better solutions for them and things they don't know exist. We need to know more about their operations. There are so many essential things and we, as industry players, can easily assume the ship master is aware when the case is they don't know.

### VENKATESH NATARAJAN (Pioneer Ship Management Services)

What we want is clear; we want safety, of course. What we have on board is a regular person with knowledge in navigation. What will happen is a person will be given additional responsibility to take care of the equipment for which, in many instances, he has been given no training. He cannot be expected to do much with this equipment.

### IBRAHIM SLEIMAN (Tek Signals)

What comes around, goes around. If you go beyond the maritime sector and look at the satellite industry as a whole, it is clear that satellite picks up when people can use it more due to better costs. When costs come down, business starts to pick up. The same applies to the maritime sector. I think the market will change, because in the future, the people who will replace us will be more technologically savvy. They will be more aware of technologies, capabilities and services, they will be more open to trying new things and they will definitely be pushing to have internet and other services.



**“The problem is that many of the end users, the ship masters, don't want to know anything about modernising their systems”**

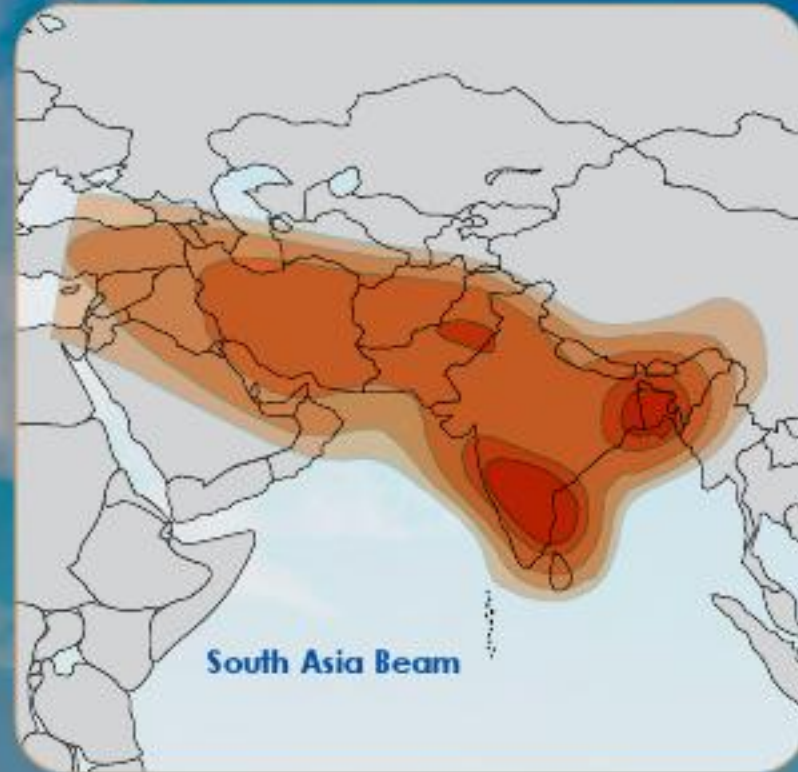
GLEB LARIONOV,  
Managing Director of XSAT Global UAE

**“The need for capacity and coverage is increasing, and this fuels requirements. As the price is coming down, why wouldn't the sector explode with requirements?”**

IBRAHIM SLEIMAN, Division Manager of T&M Communications at Tek Signals

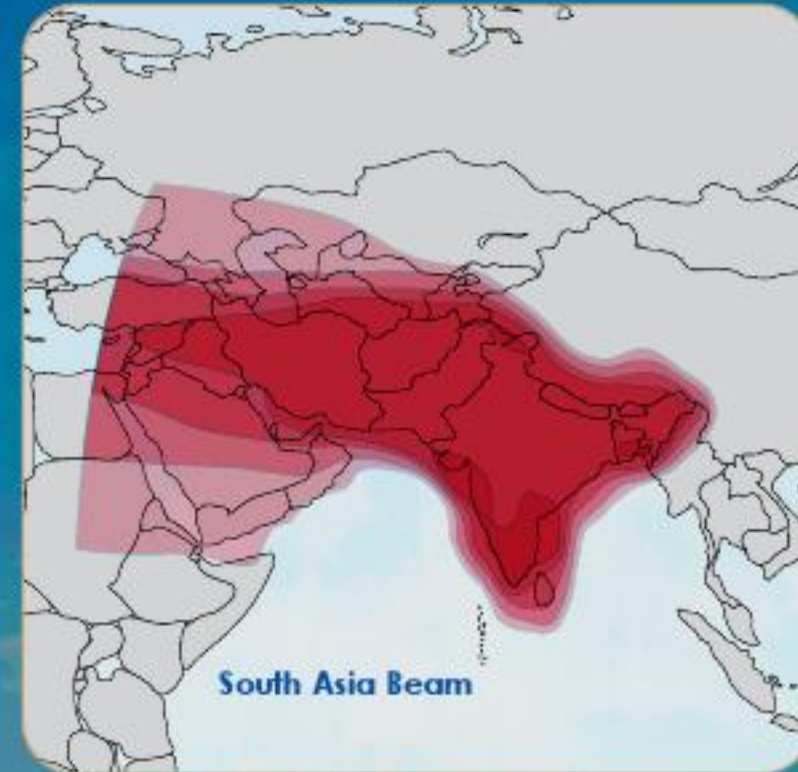
# 25 Years. Your Committed Partner for Your Mission Critical Networks.

AsiaSat 3S (105.5°E) Ku-band

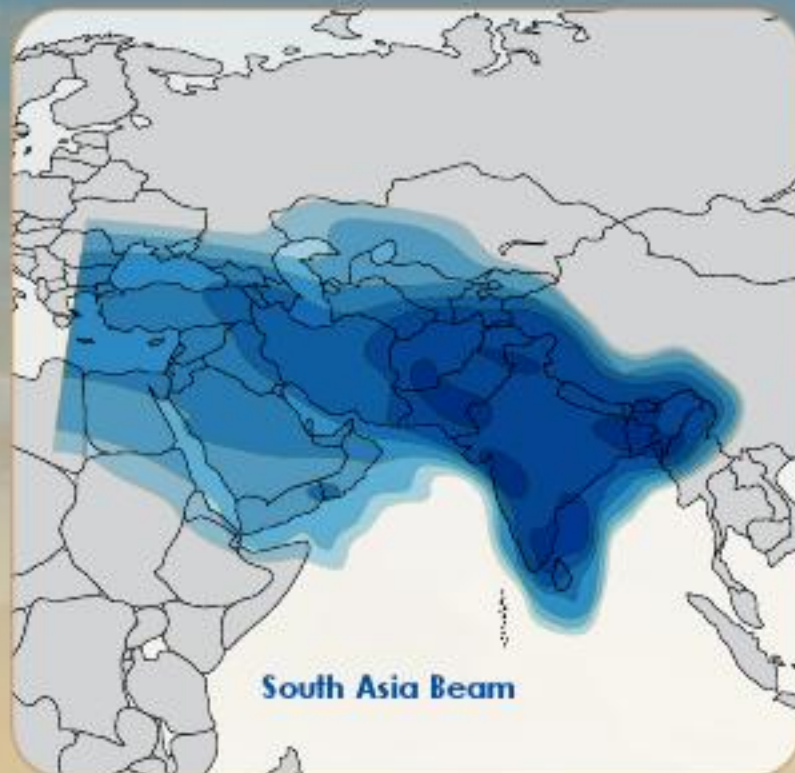


AsiaSat 7 (105.5°E) Ku-band

(Replaces AsiaSat 3S in 2014)

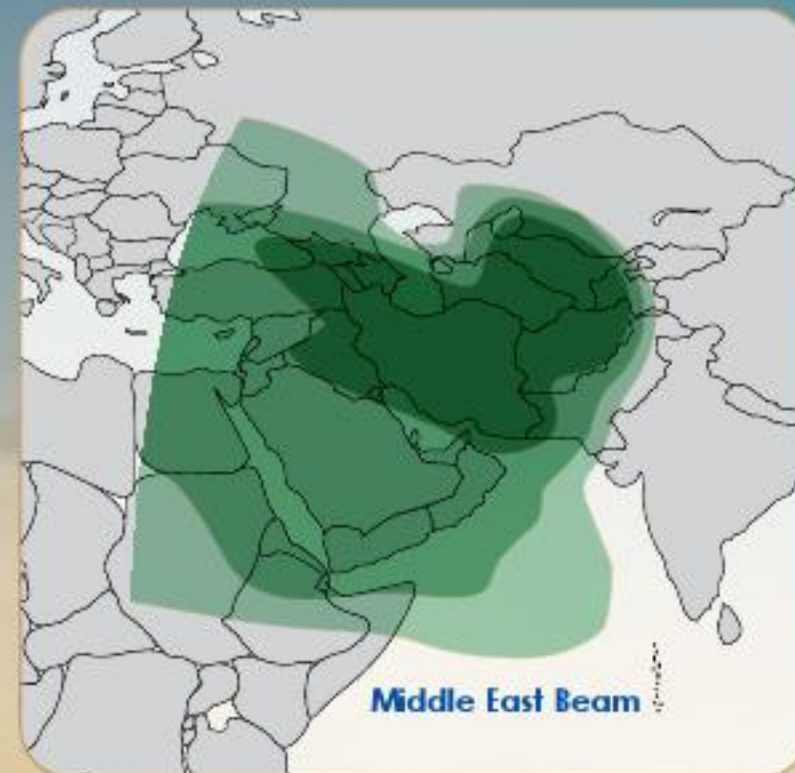


AsiaSat 5 (100.5°E) Ku-band

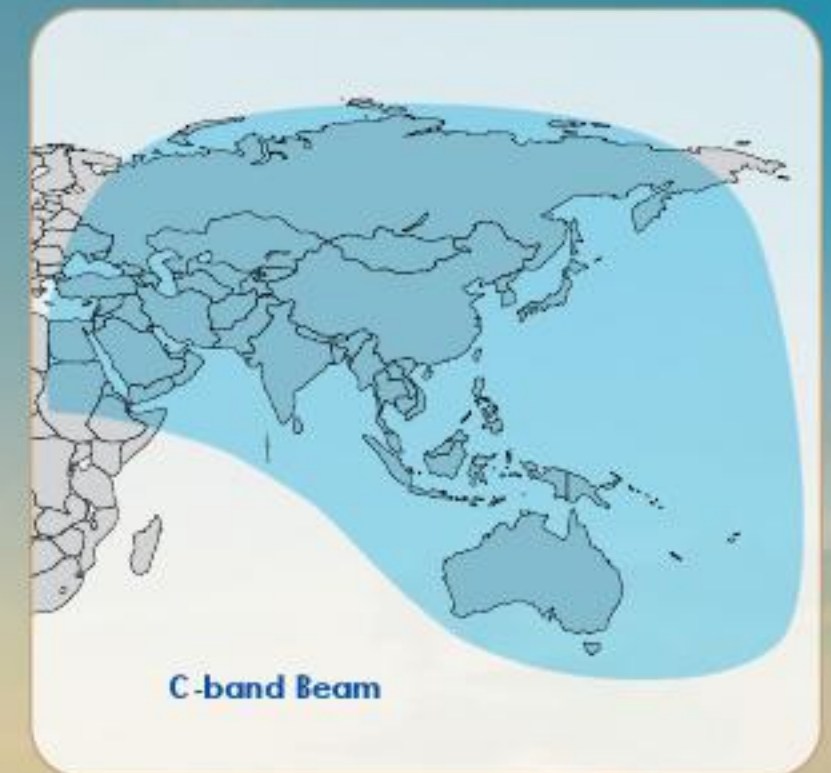


AsiaSat 8 (100.5°E) Ku-band




(2014 in Service)



AsiaSat C-band



Oil & Gas • Maritime • Aviation  
Mobile Backhaul • IP Trunking

-  C-band beams spanning from MENA to the Pacific
-  Ku-band capacity offering high downlink EIRP up to 58 dBW
-  High powered East Asia, Australasia and steerable Ku beams also available

Contact us now for details.



Tel: (852) 2500 0899

Email: [as-mkt@asiasat.com](mailto:as-mkt@asiasat.com)

[www.asiasat.com](http://www.asiasat.com)





**“In the past, there was one phone line and only the master had access to make calls. But now, crew members have access and there are some instances where crew have separate cyber cafés”**

RAJESH BHATT, Director of XSAT Global UAE

## CHALLENGES, BILLING AND REQUIREMENTS

### **NEMANJA MARKOVIC (Sales Executive at RigNet)**

Some of the challenges are licencing and regulatory issues, and the importance of having good support teams that can be dispatched to help in times of need.

### **RAJESH BHAT (XSAT Global)**

In maritime, there are three segments that require billing; the first is for the crew, then the charterer and finally there is a bill for the owner. Many shipmasters will say they have unlimited internet via VSAT, but this isn't actually the case – you will not find the crew sitting watching movies all day; it's not possible. In reality, you will not be able to meet everybody's requirements. They have to define what is the maximum and minimum, and say what back charges can apply to the crew members or charterers. Billing can also be a headache for the service providers, for example, if the client wants split billing for each and every delivery. Some ship owners give free internet to the crew because it helps make them happier when out at sea for long periods of time, however, some are trying to reduce their communications costs and charge their crew members for usage. Either way, many owners want to monitor their usage to better understand their communications costs, which is always an important factor to ship owners. But with the way billing is at present, doing this is a headache.

### **AHMED HASSAN (Wiseband)**

Generally speaking, the satellite industry sees payment 90 days in advance, and in some cases it's done over 180 days. However, most of the satellite ISPs don't like late payment as this harms their cash flow. If satellite operators take a deposit a month in advance, everybody will do the same, shifting it back to the end user. The problem comes with the collection of money. This is further complicated by the fact that many shipping companies still view connectivity on board ship an unnecessary expense.

### **IBRAHIM SLEIMAN (Tek Signals):**

If we look beyond commercial vessels and at other verticals such as oil and gas, for instance, they need high-speed data rates, higher quality of service and higher quality experience. In most cases, engineers would be accessing the terminals and important data can be involved. This means so much more is required. Billing is an issue today, but I don't think it will be in the future. Look at Inmarsat or Thuraya terminals. These are for certain applications; they're not for high data rate use. Then compare this with Newtec, which has high-speed modems that can be accessed remotely. My conclusion is that maritime is an area that can explode with requirements. Especially when you consider the technology that means costs can be lowered. It's all about capacity, price and coverage. The need for capacity and coverage is increasing, and this fuels requirements. As the price is coming down, why wouldn't the sector explode?



**“A good share of the maritime market is from offshore drilling within the oil and gas sector; data reading from the rigs out at sea is important, while VIP yachts make up most of the VSAT customers”**

AHMED HASSAN, CEO of Wiseband

# THE BEST OF IBC

Europe's largest professional broadcast show saw a lot of action, discussions and showcasing of leading trends. During meetings, interviews and debates, *SatellitePro* uncovered the views and opinions of many exhibitors and attendees regarding the market's developments, challenges and related expectations. These are some of the main comments made at IBC

1



**MOHAMMED AL-HAJ,**  
COO of GulfSat

"Due to the growth in the penetration of connected devices via internet along with the diverse services that can run on them, there are huge implications for traditional media. Many consumers who

are now using smart phones, tablets, game consoles, netbooks and smart TVs are seizing the initiative and devising new ways to discover, consume and interact with their favourite content. Broadcasters and content owners should respond by offering on-demand and streaming services as complements to their conventional distribution.

"Additionally, there is an urgent requirement to curb intentional and unintentional interference on broadcast transponders as well as methods to improve spectral efficiency."

2



**JOHN HUDDLE, Head of Media and Broadcast at Thuraya**

"The changing landscape of how and where the news is being delivered today is vastly different than from a few years ago. Gone are the days of the SNG truck with a full news crew being deployed into the field. In addition, there is intense competition to deliver the news not only via live satellite uplink, but also across social media and online channels. This means broadcast journalists are increasingly playing more than one role whereby they're often a writer, producer and cameraman all rolled into one. Remote news gathering products need to, therefore, deploy seamlessly. These factors have resulted in significant product developments as customers are looking for faster, lightweight, easy-to-use satellite terminals that remain extremely reliable."

# 3



**JEAN-PHILIPPE GILLET,**  
Regional Vice-President of  
sales for Europe and the  
Middle East at Intelsat

“The most significant development within the broadcast vertical is Ultra-HD (UHD). Walking around the IBC show, you could sense the excitement. Over the last few months, we’ve noticed enthusiasm for UHD across the industry, which is gearing-up to embrace the development.

“We believe the direct-to-home market will continue to grow but requirements are evolving. We’ve noted growing activity in developing countries. Regulatory challenges must be addressed, while growth capacity and regionalisation of content will keep expanding. Regionalisation of content is important as pay TV service providers and content companies are looking to expand their pay TV and advertising models into addressable geographic markets to increase programming relevance and advertising. The addition of a growing number of HD channels to currently available bouquets means that growth capacity must be considered.”

# 4



**DAVID LEPORINI, Executive Vice-President of Marketing for Products and Security at Viaccess-Orca**

“Content consumption is all about user experience and engagement, starting with premium content. In that respect, 4K/UHD was certainly very present at IBC all along the content processing value chain, as was HEVC (high-efficiency video coding) whose nascent market adoption will sustain the deployment of UHD services in the long run in the broadcast market. Traction for

the HbbTV (Hybrid Broadcast Broadband TV) middleware standard is also something worth mentioning.

“Illegitimate content redistribution of live content over the internet represents an increasing concern for content services providers, notably sports and TV series types of content, as platforms and delivery networks are enabling such illegitimate redistributions including in real time. There is, therefore, a need for intelligent antipiracy platforms that can detect and notify in real-time illegal redistribution of content.”

# 5



**COLIN FARQUHAR, CEO of Exterity**

“Broadcasters are paying more attention to security now than ever, even before the

content is delivered to the end user. In the Enterprise IPTV projects we’re involved with, pay-TV is increasingly part of the content mix, so it’s critical that we can provide security that satisfies the broadcast industry. Additionally, we provide IPTV solutions for many of the world’s largest TV operators, providing desktop access to live TV and even to content before it’s aired, so our solutions need to be demonstrably secure. We believe that high-level security required is further proof that Enterprise IPTV has come of age.

“There’s work to be done in most verticals, but perhaps the most exciting is in stadiums and venues. In today’s increasingly competitive sporting and entertainment marketplace, sports clubs and stadiums are under pressure to provide entertainment that delivers an outstanding experience for fans, staff and corporate guests.”

# 6



**MAURIZIO CIMELLI, MD of Deluxe LeapCloud**

“Advancements made in the industry are evidenced by the provision of a cloud-based broadcasting solution that utilises

smart software and IP delivery; this provides unparalleled cost effectiveness, flexibility, speed to market and resilience.

“Funds that would otherwise be spent on capital outlays, technical refresh and technology upgrades can now be spent on the core revenue drivers that are becoming ever important to broadcasters – new audiences, localisation, new content, branding, etc. Our advancements in IP delivery mean more channels can securely, and with high service quality, reach locations around the globe, typically to headends, satellite uplink stations and broadcast platforms.”

# 7



**SIMONE SASSOLI, Vice-President of Marketing and Business Development at RGB Networks**

“The ability to deliver premium, uninterrupted video content over IP to not only the TV screen but also to a plethora of mobile devices has emerged as the most significant development of our decade. Over-the-top (OTT) TV distribution is now firmly fixed in the business strategies of virtually every organisation engaged in providing video programming to consumers. As operators around the world accelerate the rollout of TV Everywhere multiscreen services, the investment in new infrastructure calls out for a

new, sustainable financial source to offset costs. This requirement is even more imperative in light of the fact that early business models for delivering video to desktop and mobile devices are currently foregoing subscription fees to help drive consumer adoption.

“We see growth opportunities for multiscreen services delivered directly from broadcasters, at which point monetisation through advertising will become paramount. This will be an area of focus going forward.”

# 8



**JOERG EGGINK, Global Product Director of Connected Home at Access Systems**

“Broadcast’s two areas that need the most attention are security, without which you will have no content, and user experience, without which you’ll have no users. Media sharing in and out of the home is fast becoming a must have for consumers, and they expect it to just work.

If our industry cannot provide this, we’re just driving consumers and revenues into the arms of the content pirates.”



**MARK SMITH, MD of EMEA and APAC for ScheduALL**

“Workflow automation and integration between vendors, automating the management of network elements to improve efficiency and utilisation are indicators that significant developments have been made in the broadcast vertical. This is really beginning to bring true global conflict

management across many differing partners in the media delivery chain. Ultra-HD really grabbed the imagination, culminating in the superb demonstration by SES, Sony, BT, Newtec and Intelsat. It was really fantastic to see the work of some of our customers in delivering what will surely soon become ‘mainstream’.

“Open web technologies are now the universally accepted standard for cross-platform integration of media vendors. It’s early days, but this is beginning to really impact the media-centric segment, however, there is still lots more to deliver as standards and functionalities vary by platform.”

# 10



**CARL WALTER HOLST, CEO of Appear TV**

“What’s really exciting for us is that the solutions we’ve launched over the last few months have filled the gaps in our product portfolio, such as our support for statistical multiplexing, so that we are now capable of providing all the functionality required for cable, digital terrestrial, IPTV and satellite operators. And it’s not just about live broadcast, IBC 2013 also saw us demonstrate fully end-to-end solutions for OTT and multiscreen.

“Operators want to be able to choose end-to-end solutions that are incredibly flexible and don’t lock them in to one vendor. Our architecture has always been flexible and has supported open standards, and now that we’ve widened our solutions portfolio we are truly end-to-end, enabling us to provide head-ends for all broadcast, multiscreen and OTT operators.”

# 9





اتحاد إذاعات الدول العربية  
جامعة الدول العربية

ASBU PRESENTS  
**BROADCASTPRO**  
**MIDDLE EAST**  
SUMMIT & AWARDS 2013

12 November, 2013 The Address Dubai Marina

12TH NOVEMBER 2013  
**SUMMIT & AWARDS**

13TH NOVEMBER 2013  
**ARAB HDTV GROUP MEETING**

THE INDUSTRY EVENT  
**THAT BRINGS THE MENA BROADCAST COMMUNITY TOGETHER**  
TO DEBATE  
TO CELEBRATE

[www.broadcastprome.com/summitandawards2013](http://www.broadcastprome.com/summitandawards2013)

FOR FURTHER INFORMATION

MARKETING MANAGER  
Carole McCarthy | +971 4 440 9157  
carole.mccarthy@cpimediagroup.com

NOMINATION ENQUIRIES

GROUP EDITOR  
Vijaya Cherian | +971 55 105 3787  
vijaya.cherian@cpimediagroup.com

SPONSORSHIP OPPORTUNITIES

PUBLISHING DIRECTOR  
Raz Islam | +971 50 451 8213  
raz.islam@cpimediagroup.com

GOLD SPONSOR



PARTNER SPONSOR



ENDORSED BY



ORGANISED BY



STRATEGIC TECHNOLOGY PARTNER



MEDIA PARTNER



AWARDS CATEGORY SPONSORS







# SMART LIVING: WHY AREN'T WE THERE YET?

Machine-to-machine communications has the potential to radically better our lives through heightened safety and security, improved healthcare and education management, greater efficiencies of resource usage and financial savings. However, challenges need to be overcome to achieve 'smart living' as well as greater co-operation from the satellite industry

**Would your life be easier if your fridge could monitor the freshness of your groceries and calculate your calcium intake for the day, while your coffee machine orders new filters and your car books an oil change after checking the tyre tread and pressure by itself? Wouldn't it be convenient if you didn't have to go to the doctor for your check-ups because your wrist watch monitored your blood pressure, temperature and sugar levels, and ordered your prescribed medicine to be delivered to your doorstep, all while you slept in? This is not science fiction and it's not magic.**

Machine-to-machine (M2M) communications is real and a highly convenient, efficient and secure way of

life is within reach because of it. With M2M, smart living is possible and while some related concepts, such as 'talking and thinking' kitchen appliances and cars, are reminiscent of the cool, futuristic movies we've seen, this future is not far removed. Today, M2M already features in society and businesses are providing a wide range of services. The idea of the 'internet of things' in the home is relatively new but M2M is used every day.

The maritime sector relies on M2M to monitor its vessels, cargo and weight, and when considering the aviation vertical, it's easy to understand what an impact it makes. Planes can be tracked and monitored while take-offs and landings

---

**“Communication providers, including satellite players, need to address M2M in order to create an innovative ecosystem that can successfully create a service, think about monetising and efficiently distribute across the market while caring about consumer experience.”**

YASMIN KHALIQ, Independent M2M Marketing Strategist

---

are coordinated. Logistics, in general, is afforded greater efficiency, streamlined operations and increased reliability because of M2M. But what about being able to earn loyalty points at your favourite store? First we had the loyalty swipe cards but nowadays we can just tap our mobile phones on a device – both examples of M2M.

**Environmental impact**

As M2M applications can be used to increase efficiencies, they have an environmental impact in addition to improving savings, explains Abdulla Hashim, Senior Vice-President of ICT at Etisalat UAE.

“For example, Abu Dhabi Commercial Bank has saved 449 tonnes of carbon in the eight months since it implemented M2M solutions in its buildings to help it streamline its energy consumption. This achievement came under the umbrella of the Emirates Energy Star (EES) programme, which is a joint initiative between Etisalat and Pacific Controls enabling building managers to monitor and adjust their energy usage to ensure maximum efficiency.

“In the 22 months since the EES programme was launched, over 23,000 tonnes of carbon dioxide have been saved from the 83 participating buildings, which translates to cash savings of USD 3.8 million for the participating businesses across the UAE,” says Hashim.

M2M is imperative if we want to start living in a paper-free world, and taking this route is not only good for the environment because it will save the trees and the pollution caused in manufacturing paper, but it saves space and reduces administrative burdens. Hospitals and schools in addition to enterprises would all be directly and positively impacted.

**Hospitals and medical centres**

Healthcare stands to benefit considerably from M2M, and this goes beyond saving paper and reducing admin. Isolated communities that don't

necessarily have easy access to doctors and diagnosis facilities will, in future, be able to benefit from e-health services through remote connectivity and M2M technology, says Kevin Maher, Inmarsat's Channel Development Manager of M2M Industry.

“Inmarsat recently announced a strategic collaboration with Cisco, which marked a key entry into providing connectivity in the e-health sector. As part of the collaboration, Cisco will be able to leverage Inmarsat's global 3G satellite network, enabling medical teams to provide quality healthcare to communities that are located in areas with little or no terrestrial telecommunications infrastructure. The VX Clinical Assistant gives healthcare facilities, including hospitals and clinics, the ability to interface and collaborate with medical professionals anywhere in the world using Cisco TelePresence to share content and ultimately deliver medical care. The unit enables the delivery of virtual medical care through HD videoconferencing and real-time transmission of key diagnostics ranging from ultrasounds to blood pressure readings,” says Maher.

**Education**

Similarly, education will also be affected and students in remote locations will have access to classes, tutorials, study material and be able to sit examinations and tests.

“The use of smart living in the education sector will dramatically help remote communities lacking adequate internet access. One example of a real-life application of this is through Inmarsat's collaboration with one of the world's largest learning companies, Pearson. As part of this agreement, Pearson will leverage Inmarsat's global 3G satellite network to extend the availability of its eLearning platform to areas that have little or no internet connectivity. A wide range of educational facilities, from basic elementary to higher learning institutions, will use Inmarsat's Broadband Global Area Network to

access Pearson's Education Technology Platforms, empowering students in these areas to achieve a higher standard of learning," says Maher.

### **Collaboration and co-operation**

While M2M and smart living is present in the Middle East, it's still in the very early stages, says Maher.

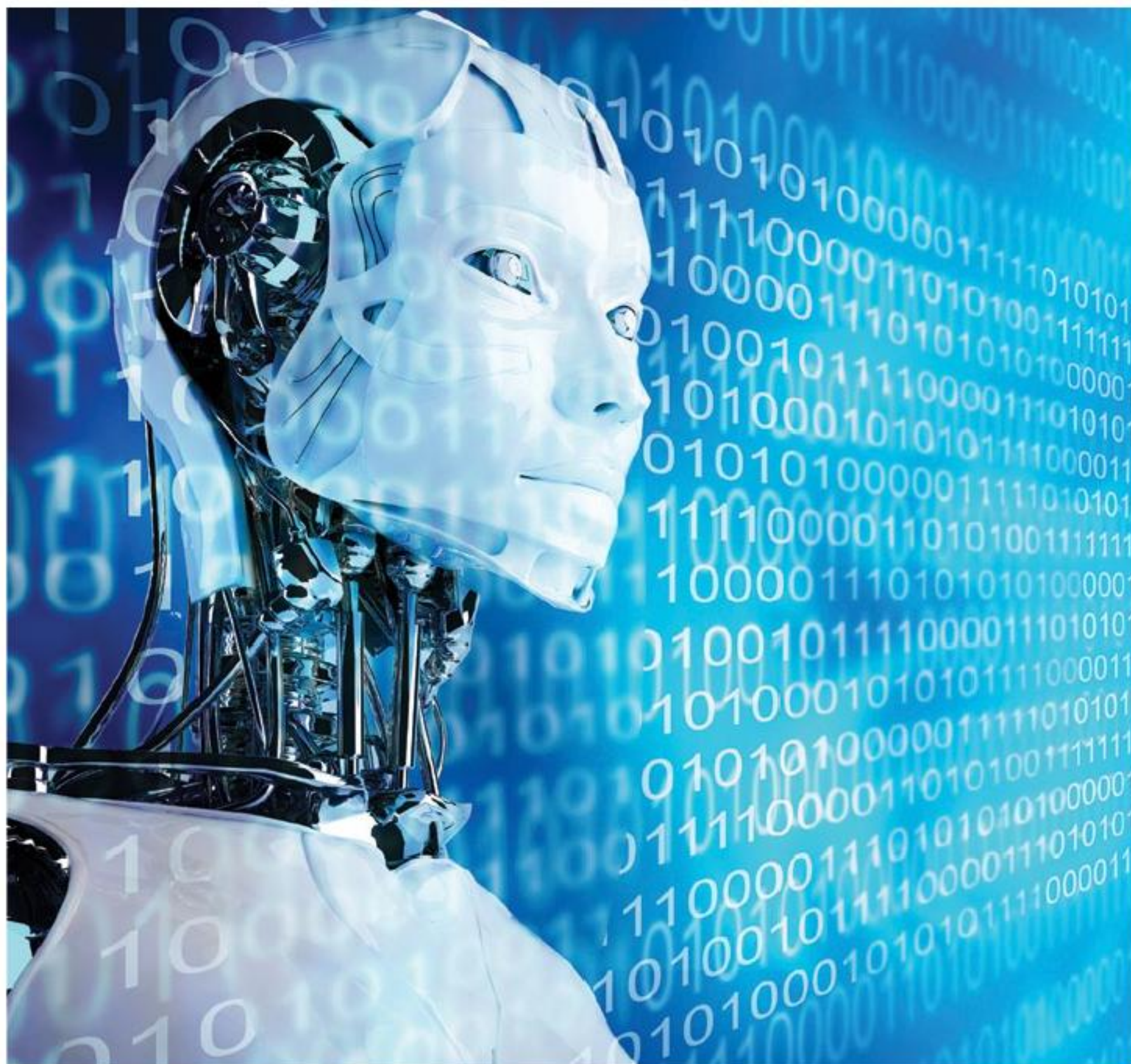
"But we are starting to see increased implementations and developments for connected buildings and smart homes as part of the visions of the leadership of their respective countries, to ensure a smarter future. As with many emerging markets, infrastructure and regulation of M2M would need to be carefully planned out in order to fully realise the smart living concept."

In terms of usage and application, increased use of M2M includes asset tracking, transportation and logistics, energy, healthcare, the industrial sector, retail, security/public safety and the consumer industry, says Maher, adding that there is significant interest across the connected car and connected buildings implementations.

Although M2M is present in the Middle East today, it is still underutilised and there is tremendous potential in its use, says Yasmin Khaliq, an independent M2M marketing strategist based in Dubai.

"All players need to more service-minded. Most technologies that make M2M possible are available easily and some are going for the same price as a cup of coffee! What we need is the communication providers, including the satellite players, to address M2M in order to create an innovative ecosystem that can successfully create a service, think about monetising and efficiently distribute across the market while caring, of course, about the ongoing consumer experience. The ME region needs to work the economics of the M2M ecosystem so they can set the stage for innovation and offer technology that is invisible to the user, but solves a human need."

According to Machina Research, a technology research and consulting firm, China, the United States and Japan will



continue to lead the smart living pack with the most connections by 2022. Cities that are highly urbanised have the highest potential to be the most M2M-networked in the world, says Khaliq.

"And guess which Middle Eastern countries have the high urbanisation rankings. So in the region, we [in the Arabian Gulf] have an amazing opportunity to create sensor networks across our cities and be 'mega market-minded' as opposed to having the 'vertical' mindset in M2M that we have today," she says.

"We can't expect to make the adequate advances needed to make smart living a reality without proper co-operation and collaboration between the M2M and satellite industry. It can't be the case where an M2M application requires GPS or mobile satellite connectivity and so

a service is simply found as a solution. Doing this will not help develop the M2M industry as a whole and, therefore, this will hamper our being able to fully realise the potential of M2M."

Inmarsat's Maher echoes this need for M2M to develop as an industry as a whole instead of in vertical-specific services.

"There is little standardisation in terms of M2M technologies now, and a significant amount of M2M implementations at present is siloed or applicable for a single industry only. However, we are likely to see improvements in cross-industry application and implementation of M2M technologies as improvements in horizontal service enablement take place."

Standardisation poses a problem not only for wider spread implementation

**“Satellite is expensive, so if prices are going to come down giving more customers greater access to connectivity, then this will directly affect M2M services.”**

STEPHEN SMART, Geotab’s Dubai-based sales manager

and, therefore, advancements, but it also contributes to user uncertainties.

“While challenges certainly do exist, they are, fortunately, surmountable, says Etisalat’s Hashim.

“There are a few obstacles facing more widespread adoption of M2M systems. Firstly, there is awareness; enterprise owners need to know there is a system that could offer significant savings. Next, there is vendor selection and complexity. Enterprises can purchase various elements of M2M solutions, but this misses the benefits and simplicity of the end-to-end integrated approach available. Lastly, there is the issue of standards. While there is not yet an internationally agreed standard for M2M systems, Etisalat is leading the way towards this with its participation in the M2M World Alliance, a group of telecoms companies working together to ensure a global hardware and software infrastructure to support global M2M programmes.”

#### Consumer privacy

The ‘digital age’ is an increasingly used phrase but many don’t consider what it entails, and the more seamless services become, the less thought consumers give it. End users simply want quick and easy access to connectivity and content anywhere, anytime. They just want the

conveniences of this ‘digital world’ without having to think about how it works.

“This is why many people may ask: ‘what is M2M’ and when they hear machine-to-machine communications, they seem to know even less about it. But we use M2M almost every day. The easier it gets to use it, the less we realise it’s there,” says Sam Daoud, CTO at Souq.com, an online retailer in the UAE.

“Maybe it’s a good thing if people don’t realise it,” adds Daoud jokingly. “The challenges we have are self-inflicted. We are living in an M2M world; every mobile device in your pocket is connected to a machine somewhere, every computer that you have is connecting somewhere. We are already a very connected society. But once we coin a name to something, such as M2M, then misconceptions start to creep up; people start to think about it and then begin to worry about privacy. Before they begin thinking about it, they simply want a connected life, they want connectivity all the time, everywhere. But when they realise what’s around them, how integrated everything is, suddenly some begin to worry.”

Customer concerns about privacy and security are serious and will determine the viability of many M2M applications, says Khaliq.

“A connected world not only opens up new opportunities, but also new risk to security and privacy. Today we live a world where a number of techy students can build something and find a way to take over different machines around the world. Policy makers and regulators are failing to keep up with the pace of development and today this is a huge pain for the take-up of M2M,” she says.

#### Satellite and M2M

Geotab, the biggest fleet management company in the world in telematics in terms of units deployed, offers passive systems that use GPS. The South African company uses Iridium for satellite access in Africa and Thuraya for the Middle East, where it is presently working to establish its business.

“We can relay anything electronic in a vehicle to a third point such as an office computer, your mobile phone or laptop. But satellite is expensive, so if prices are going to come down giving more customers greater access to connectivity, then this will directly affect M2M services,” says Stephen Smart, Geotab’s Dubai-based sales manager.

“The M2M infrastructure is clearly there, but we still need to get the mindsets right so that we can develop everything further and this involves getting people aware of the enormous benefits. Our lives will all change; everything from the way we travel, including e-tickets, passports and how we board planes, to how we shop will change,” says Smart.

Souq.com’s Daoud adds that the “role satellites play through GPS is becoming increasingly more important in connecting people. So being location aware is important and there are many ways to monetise this. There is a lot of benefits from a consumer perspective for technology to be integrated with positions systems. The other usage is for communications purposes in terms of transmitting data or voice via satellites. I think the potential in developing countries is high and in the M2M industry the use of GPS is currently higher. If connectivity is needed for M2M technology to develop, then the advancements made in satellite connectivity and access will boost the M2M industry.” **PRO**



# GITEX TECHNOLOGY WEEK

EMPOWERING. CONNECTING. ENTERTAINING.

OFFICIAL COUNTRY PARTNER

**SERBIA**  
SMART SOLUTION



## 20 - 24 OCTOBER 2013

DUBAI WORLD TRADE CENTRE



LET'S CREATE, DISRUPT & RE-IMAGINE TOGETHER

### GITEX WORLD

12 dedicated sector-based industry platforms showcasing the world's biggest technology brands

### GITEX EDGE

9 re-imagined and new visitor features created to empower your GITEX experience

### GITEX TRENDS

4 disruptive knowledge platforms covering Big Data, Cloud Computing, Digital Strategies and more



**REGISTER NOW TO SAVE MORE AND FAST-TRACK ACCESS**  
[www.gitex.com/accesspass](http://www.gitex.com/accesspass)

**GET INVOLVED**

Facebook: [GitexTechnologyWeek](#)  
Twitter: [GITEXTECHWEEK](#)

LinkedIn: [GITEX TECHNOLOGY GROUP](#)  
YouTube: [Gitex Tech Week](#)

Twitter: [@gitextech week](#)  
Blog: [blog.gitex.com](#)

**CONTACT INFORMATION**

For **visitor** and **delegate** enquiries, please contact the GITEX Team at: [gitex@dwtc.com](mailto:gitex@dwtc.com) or visit [www.gitex.com](http://www.gitex.com) for more information about the event

ORGANISED BY



CO-LOCATED EVENTS



MIDDLE EAST & AFRICA



STRATEGIC PARTNER



GULFCOMMS ENDORSED AND SUPPORTED BY



OFFICIAL TECHNOLOGY CAR PARTNER



MAJLIS LOUNGE SPONSOR



STUDENT LAB IN ASSOCIATION WITH



STUDENT LAB LEAD SPONSOR



GOVERNMENT HEADLINE SPONSOR



MOBILE, APPS & CONTENT HEADLINE SPONSOR



CONTENT HUB SPONSOR



SMART SESSIONS SPONSOR



INDUSTRY PARTNER SMART SESSIONS



SUPPORTED BY



OFFICIAL PUBLISHER



OFFICIAL TRAVEL PARTNER



OFFICIAL SCREEN & GITEX TV PARTNER



**GITEX TRENDS SPONSORS AND PARTNERS**

CLOUD CONFEX DIAMOND SPONSOR



CLOUD CONFEX PLATINUM SPONSORS



CLOUD CONFEX GOLD SPONSORS



BIG DATA DIAMOND SPONSOR



BIG DATA PLATINUM SPONSORS



BIG DATA GOLD SPONSORS



DIGITAL STRATEGIES FORUM STRATEGIC SPONSOR



GITEX TRENDS KNOWLEDGE PARTNER



# VSAT 2013: EXCEEDING EXPECTATIONS

Held in Amsterdam from September 17 to 20, the event brought together hundreds of industry players to address the most paramount issues and trends. Bolstering the significance of the Middle East market, discussions by regional operators were among the highlights of the conference







In its 15th year, VSAT 2013 kicked off in Amsterdam with a free satellite industry-related workshop before running the three-day conference. Focussed on addressing the main pulses of the industry, the event saw around 300 attendees gather to engage with more than 50 senior level speakers from across the VSAT ecosystem. Speakers addressed the latest developments and identified the strongest areas of opportunity.

The better-than-expected event incorporated new features such as interactive cross industry panel discussions, innovative presentations, Q&A sessions, online networking opportunities and dedicated networking breaks.

**ME highlights**

The Middle East was well represented with major satellite operators from the region not only participating but sponsoring and supporting the event. Qatar's Es'hailsat had an exhibition stand with a screening of the launch of EUTELSAT 25B/Es'hail 1, the satellite jointly owned by the Qatari operator and Eutelsat Communications. Shawkat Ahmed, CCO of Abu Dhabi-based Yahsat and Chairman of YahLive, discussed the launching of YahClick and high-throughput satellites in emerging markets, while Nabil Shanti, Vice-President and CCO of Arabsat, the pan Arab satellite operator, talked about hosted payloads and the demand, supply and evolution worldwide.

The three-day VSAT conference involved 28 thought-provoking discussions, of which three were interactive panels, before the coinciding GVF summit began, which involved five sessions related to interference prevention. The close of day two saw the VSAT Industry Awards, which included three categories: VSAT Technology Innovation of the Year, VSAT Service Provider of the Year and The rising Star in VSAT.

**VSAT2013**



# KEEPING UP THE STANDARDS

The DVB-S2 significantly improved performance, boasted weighty bandwidth savings and margin gains, and reduced amplifier power, satellite costs and antenna size. But we've since moved forward: the updates are on the way. Steven Soenens of Newtec, one of the companies driving the S2 Extensions, talks to *SatellitePro* about raising the bar on efficiencies



During the last two years, updates for the DVB-S2 standard have been in focus and soon, the S2 Extensions will be released. Newtec has played a crucial role in the research and development of the S2 Extensions and at the same time, driven by its focus on improving efficiencies, the company has released its own candidate technologies.

The technology behind the S2 Extensions, having already been deployed in multiple networks, is now fully integrated across Newtec's hub and its portfolio of modems and modulators.

S2 Extensions are capable of delivering up to 37% efficiency gains and this figure can be increased further to 64% or more when applied to 72 MHz wideband transponders, explains Steven Soenens, Vice-President of Product

Management at Newtec. These innovations include lower roll-offs, advanced filtering for improved carrier spacing, modulation and Forward Error Correction combinations closer to the Shannon limit, increased modulation and coding granularity and more bits per symbol (64APSK and beyond).

"Newtec was and still is a key player in the development of the new standard, which, with the advent of 4K and high-efficiency video coding, will deliver the much-needed greater efficiency. The new standard will serve billions of consumers, enterprises and service providers over time, delivering a better experience to more people at a lower cost," says Soenens, adding that the company would like to see the industry moving forward together in order to achieve the best in efficiencies for all satellite players across

the industry worldwide.

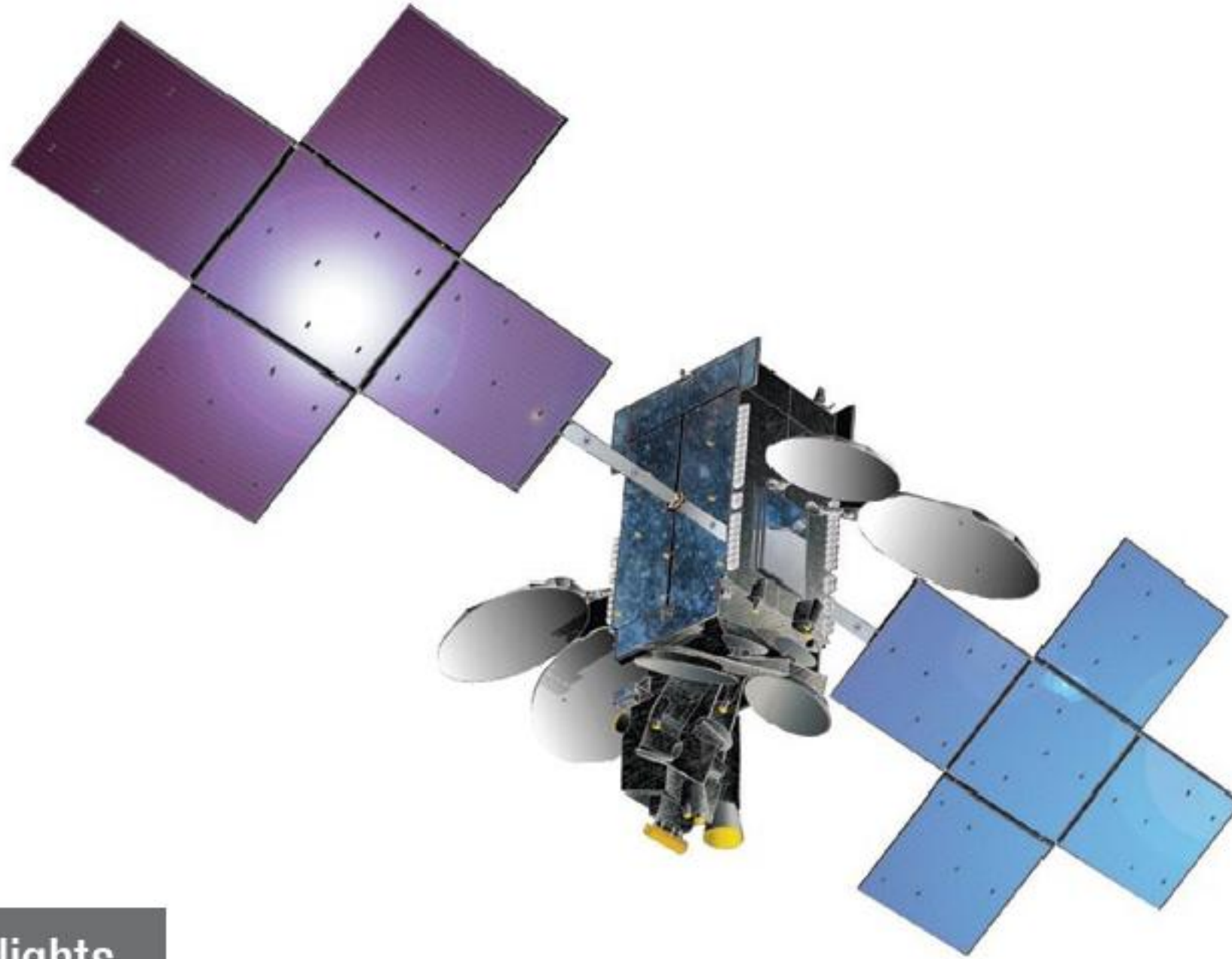
"New capabilities and higher transmission efficiency will increase profitability, interoperability and growth in the consumer, enterprise and professional satellite communications market."

## Beating the standard

During IBC, Europe's largest professional broadcast show, Newtec, together with its partners Intelsat, BT, Ericsson and Sony, demonstrated a 4K, Ultra-HDTV, end-to-end live transmission via satellite. The demo made history as it was the world's first live rugby game in true 4K/UHD. The production saw the use of Newtec's Clean Channel Technology, which enables greater transmission efficiency of around 15%, while preserving interoperability with professional receivers. **PRO**

# ABS-2

LAUNCHING SOON

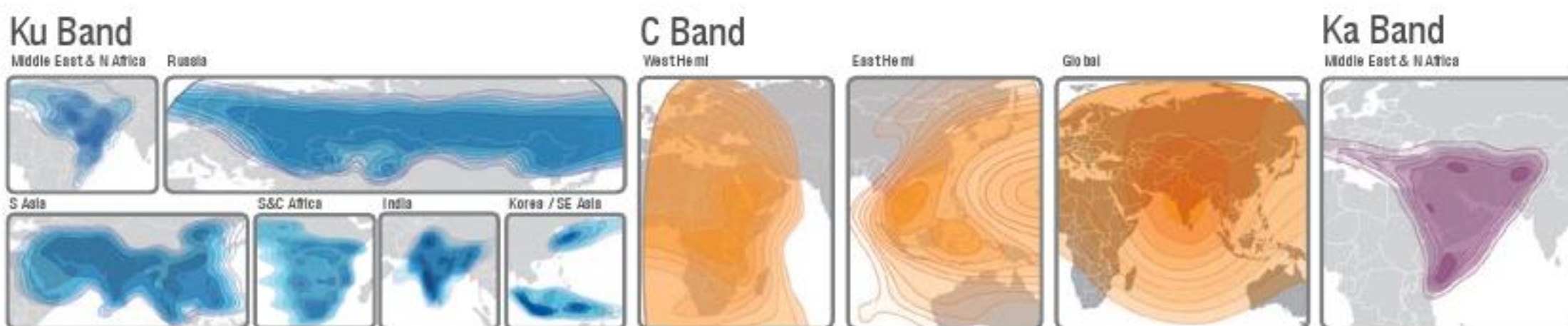


## Satellite Highlights

- Brings substantial new capacity to our prime location at 75°E
- C & Ku-band beams that reach four continents
- Ka-band beam targeting the MENA region
- Tailored solutions to support video distribution/contribution, enterprise networks and government/military applications

Most powerful satellite in the Eastern Hemisphere. Up to 89 active transponders delivering increased capacity to Asia Pacific, Africa, Europe, the Middle East and CIS countries.

Contact ABS for more information at: [info@absatellite.com](mailto:info@absatellite.com)



[www.absatellite.com](http://www.absatellite.com)

Visit us at AfricaCom: Booth B13



# wiseband

Communication Without Limits

info@wiseband.net  
**www.wiseband.net**