



WBU-ISOG Meeting, Tokyo

# BGAN Service Update

13<sup>th</sup> May 2009

**Robert Bishop**

Commercial Manager,  
Inmarsat Land Mobile Services



v1.0

# Agenda

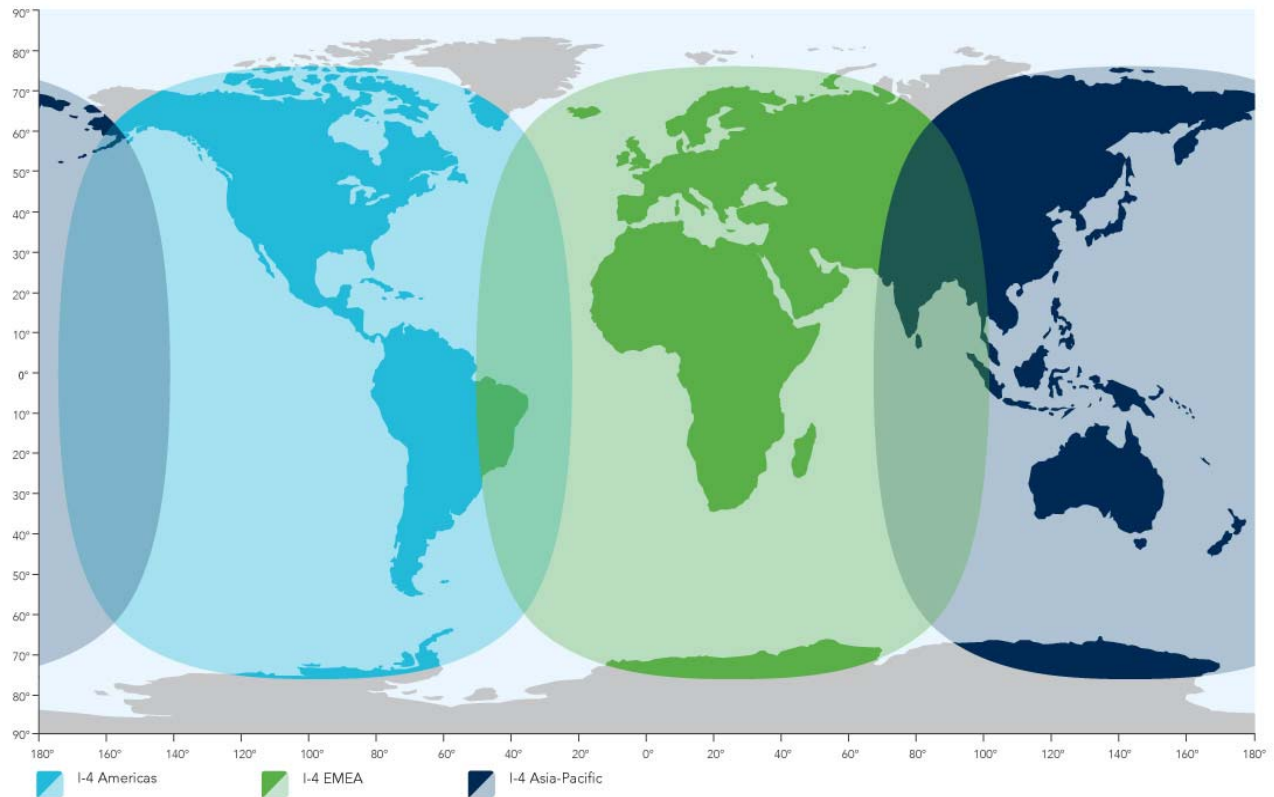
- ➔ What news since Atlanta?
  - Global service
  - BGAN X-Stream
- ➔ Proactive approach
  - BGAN EIP
  - BBWG
  - FIFA World Cup 2010
- ➔ Continued Evolution
  - Alphasat
  - Global IsatPhone



# BGAN goes global

## As of 24<sup>th</sup> February 2009

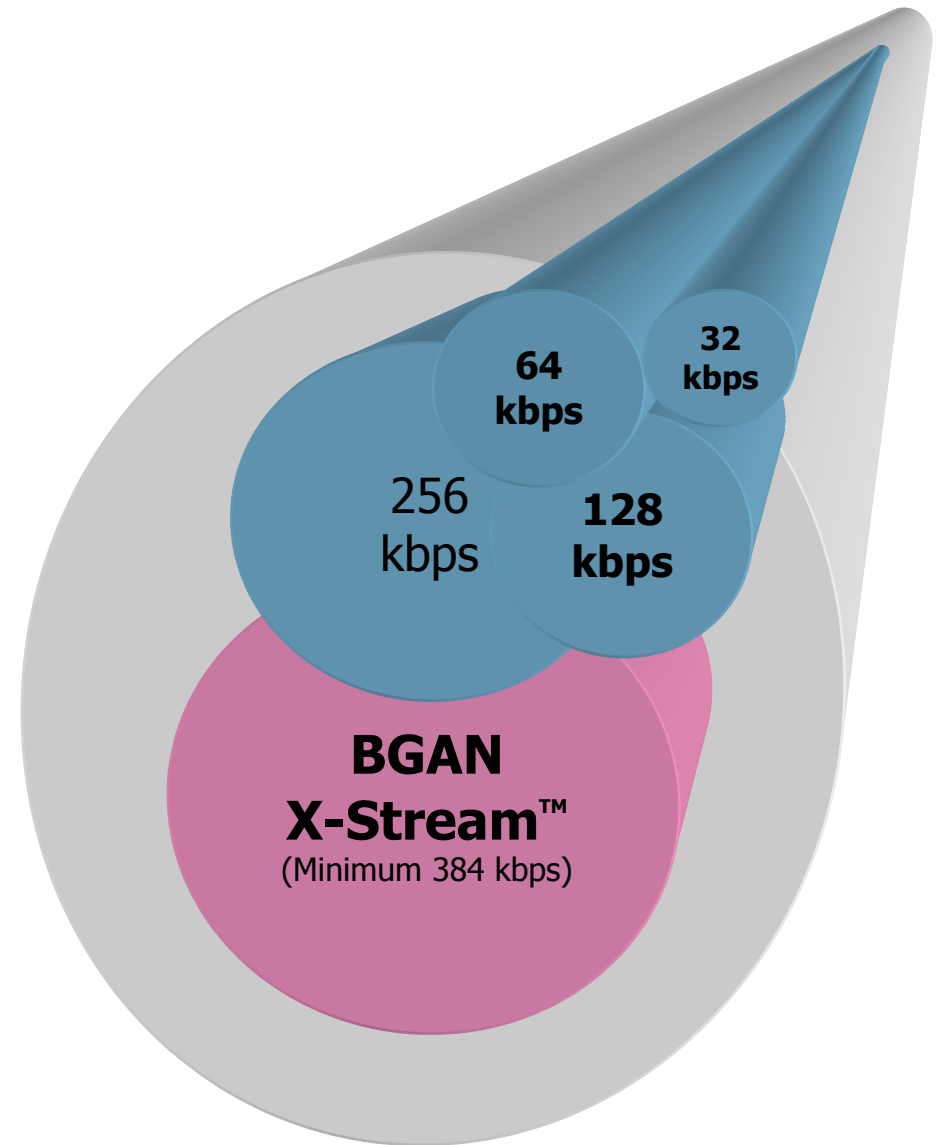
- Third I-4 satellite launched in August 2008
- Global coverage now delivered and optimised
- APAC coverage is here!



# BGAN X-Stream™

Launched 20<sup>th</sup> April 2009

- ➔ Minimum guaranteed speed of 384 kbps
- ➔ Entire bearer provided to user
- ➔ Has exceeded 450kbps in good conditions



# BGAN X-Stream™ introduction

## EMEA satellite

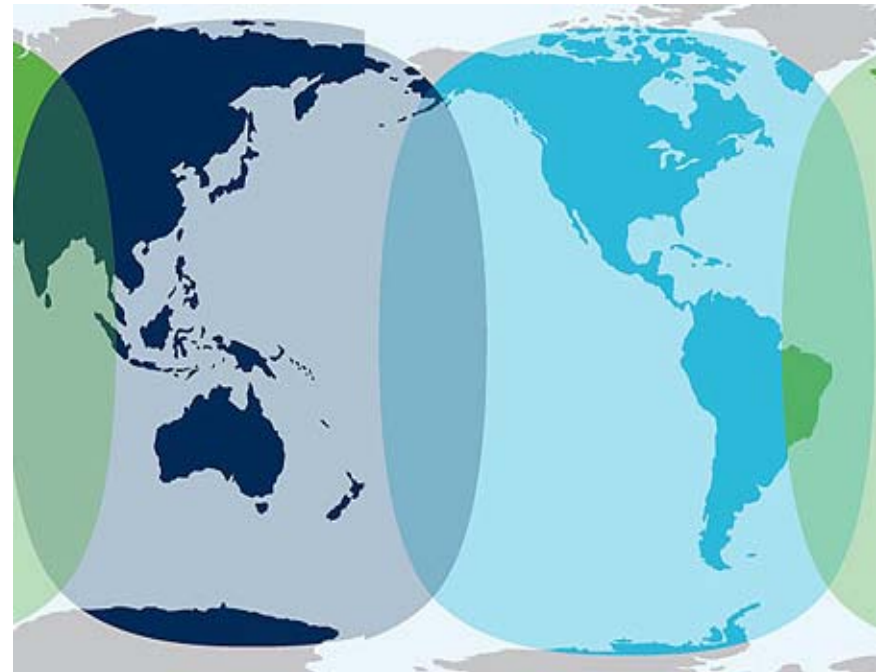
- ➔ Monday 20<sup>th</sup> April 2009
- ➔ Burum, Holland:  
Satellite Access Station
- ➔ Commercial  
introduction followed  
exhaustive testing
- ➔ Major video  
applications tested



# BGAN X-Stream™ global launch

## AMER & APAC satellites

- ➔ June 2009
- ➔ Paumalu, Hawaii:  
Satellite Access  
Station
- ➔ Global introduction  
also follows  
exhaustive testing in  
these regions



# BGAN X-Stream™

Inmarsat makes it easy

- ➔ Major video application providers are ready to use BGAN X-Stream™
- ➔ Existing HNS 9201 and E700 equipment
  - No external antennae required
  - No firmware upgrade required
- ➔ LaunchPad upgrade available for mac & pc



# BGAN X-Stream™

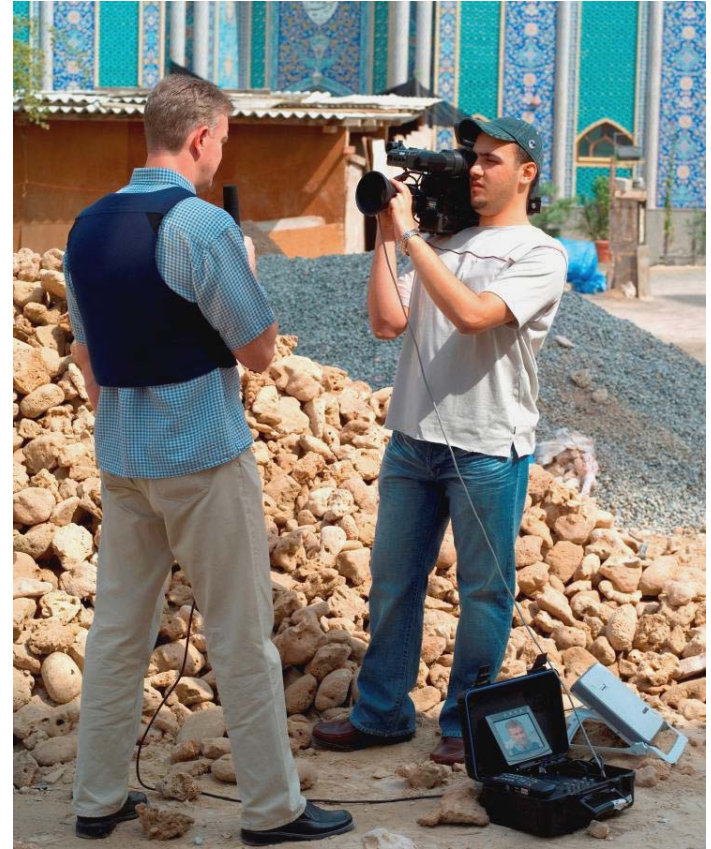
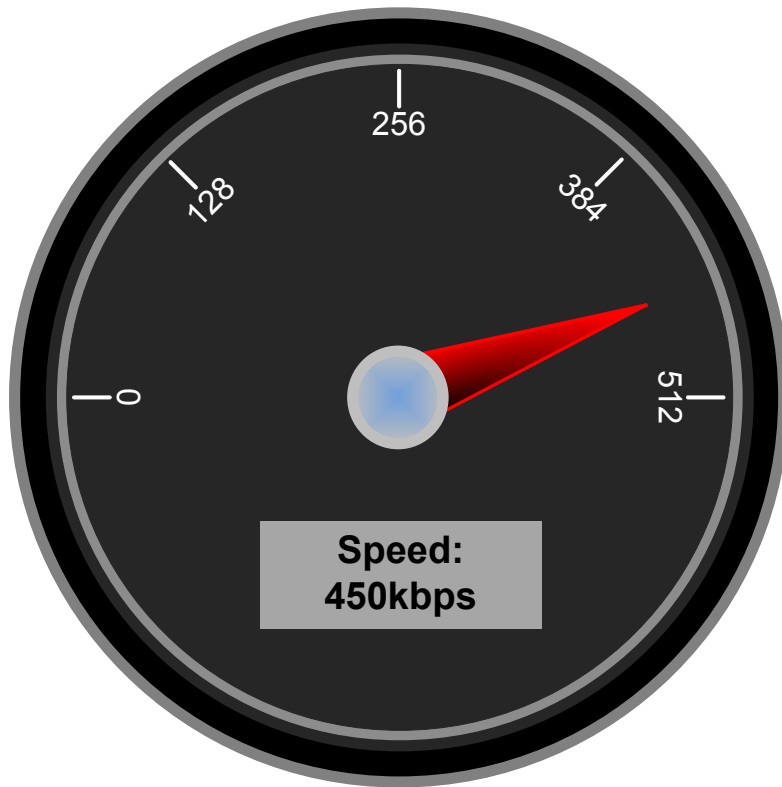
## The benefits

<b>Improved video</b>	The fastest on demand streaming for a mobile satellite device
<b>Single device</b>	No peripheral devices or external antennae required
<b>Easy to use</b>	Backpack to broadcast in less than 5 minutes



# BGAN X-Stream™

## SNG full frame SD transmission



# Agenda

## ➔ What news since Atlanta?

- Global service
- BGAN X-Stream

## ➔ Proactive approach

- **BGAN EIP**
- **BBWG**
- **FIFA World Cup 2010**

## ➔ Continued Evolution

- Alphasat
- Global IsatPhone



# BGAN Enhancement & Improvement

## Inmarsat responding to broadcast requirements

- ➔ Inmarsat has introduced an Enhancement & Improvement Programme for BGAN
- ➔ EIP is designed to respond to your requirements, and evolve the portfolio to meet them
- ➔ Demand for higher speed
  - Faster streaming on the EIP list since “day 1”



# Proactive discussion

## BGAN Broadcast Working Group (BBWG)

- ➔ BBWG recently formed
- ➔ Objectives and aspirations:
  - Gather members at least 3 times a year
  - Point of focus for members to bring issues and platform for resolution & feedback
  - Allows Inmarsat to gain better understanding of Broadcaster needs and respond accordingly (through EIP)
- ➔ All broadcasters using BGAN are invited to participate



# Additional capacity

## FIFA World Cup 2010

- ➔ Additional channels to be provided June / July in South Africa
- ➔ Capacity planning already under way
- ➔ Inmarsat will provide as much capacity as possible
  - What is the requirement?



# Agenda

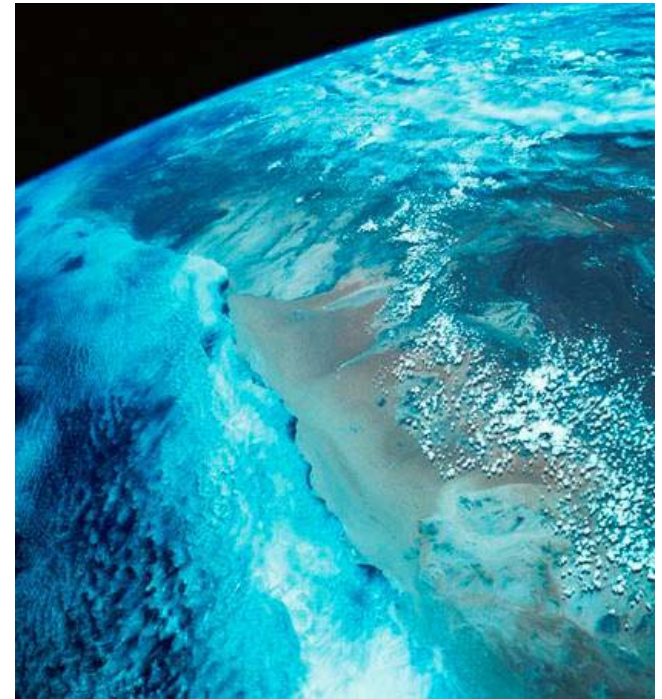
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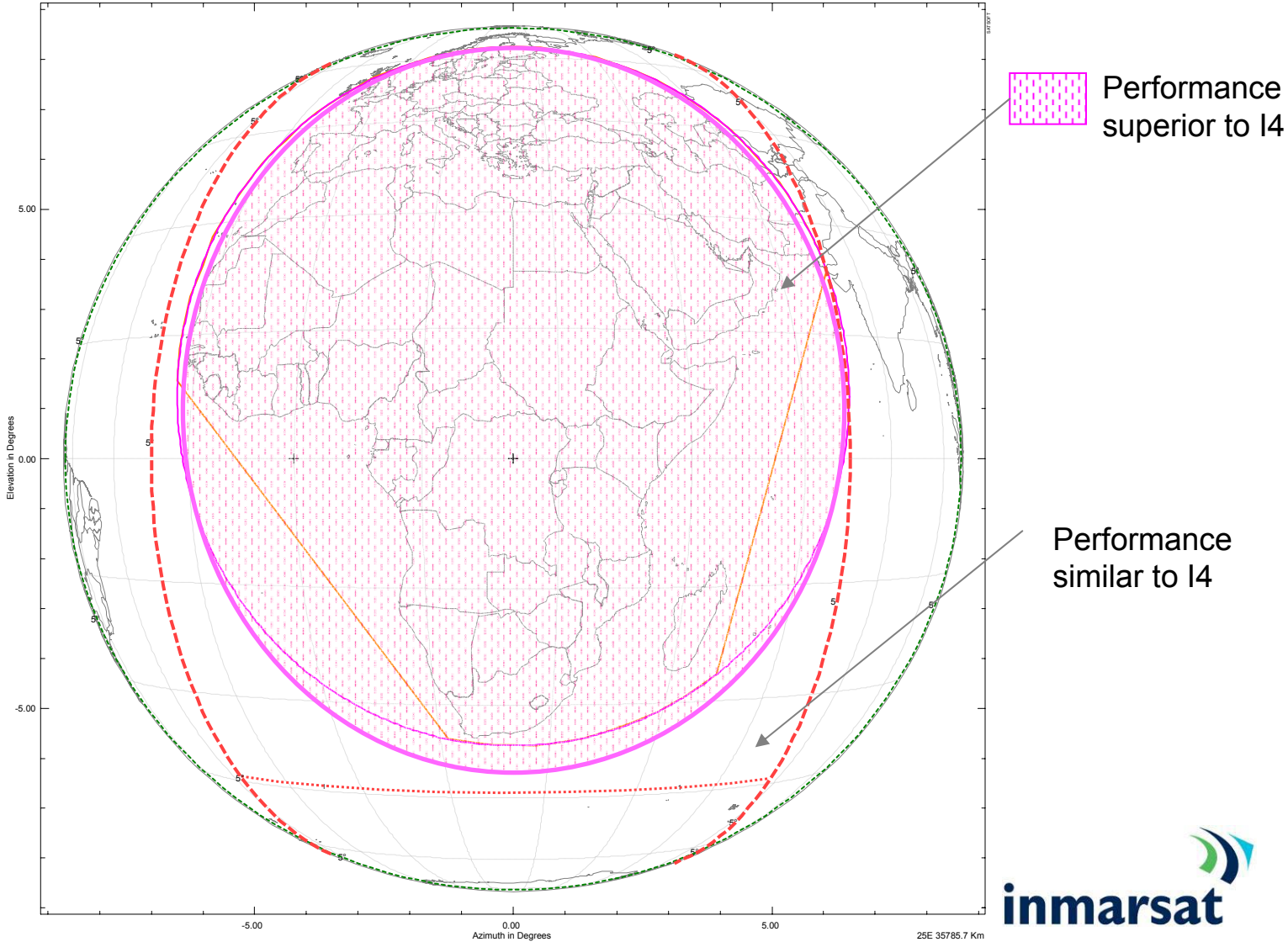
# Future satellite developments

## Alphasat ( $\alpha$ -sat)

- ➔ European Space Agency project
- ➔ Inmarsat the commercial operator
- ➔ Advanced L-band satellite to supplement the Inmarsat-4s
  - 750 L-Band channels
- ➔ Launch estimated for late 2012
- ➔ Includes 3 x Technology Demonstration Payloads (TDP)



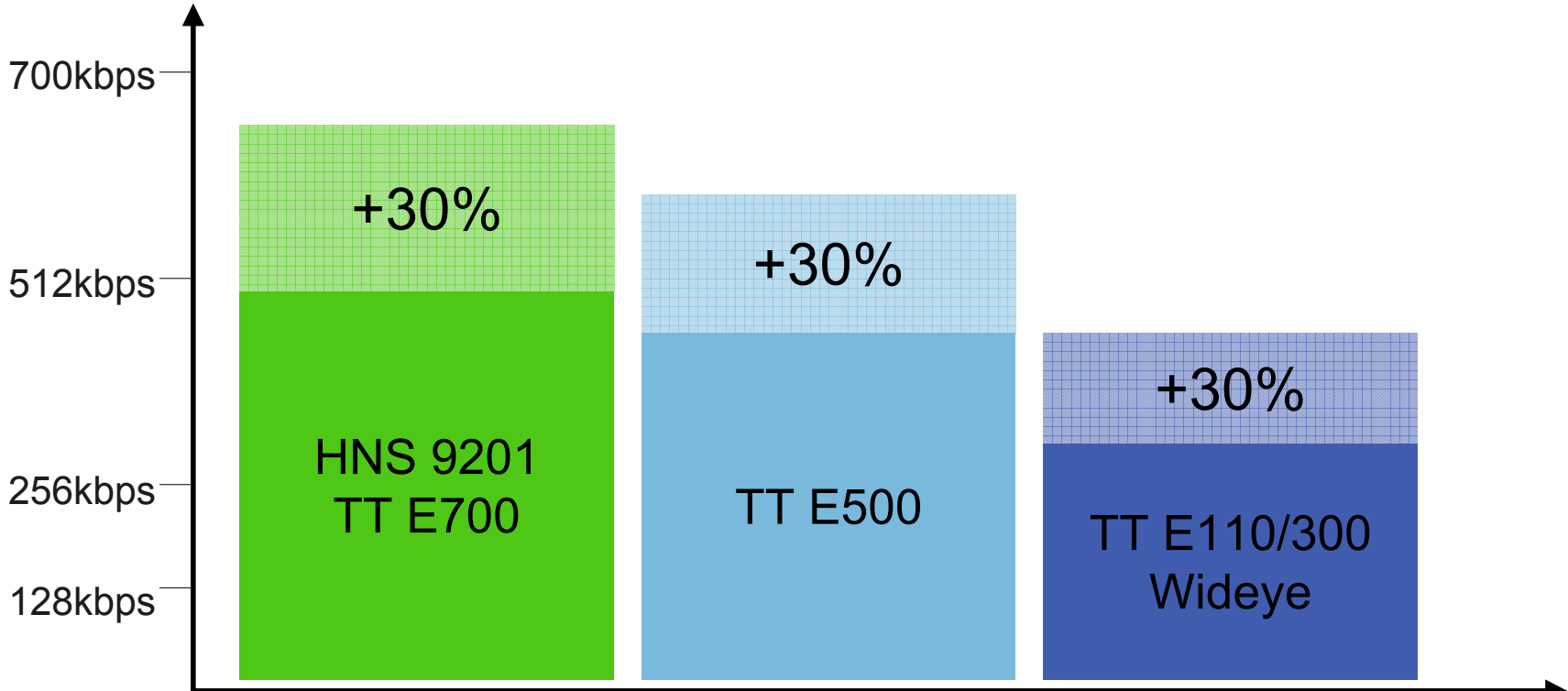
# Alphasat location: EMEA





# Alphasat

## Performance step change



# Global IsatPhone

## Handset features & functionality

- ➔ Global satellite phone available Q2 2010
- ➔ User friendly, simple functionality – easy to use
- ➔ Robust - Modern look and feel
  - Ingress protection rating of IP44
  - Temperature range: -40°C to +85°C
  - Shock resistant
- ➔ Global satellite voice, SMS, GPS & bluetooth voice
- ➔ User interface & SMS in multiple languages
- ➔ Long battery life & standard connectors

# Questions?