

## *Press Release*

### **Expert Expeditionist Adrian Hayes Deploys Thuraya Solutions for 1,500 Kilometer Journey**

**Abu Dhabi, 29<sup>th</sup> November 2011:** The innovative solutions of Thuraya, the leading international mobile satellite services operator, have been selected as the main telecom service to be deployed by the Footsteps of Thesiger team member, Adrian Hayes and a support film crew during a challenging 1,500 kilometer expedition from Salalah in Oman to Abu Dhabi. On the journey, the team will be depending on Thuraya XT and the world's smallest satellite broadband solution to support 384 Kbps streaming, Thuraya IP, for vital communications and digitally updating the trek as it happens in real time. With Thuraya IP's streaming features, the film crew are able to relay live stories and forward documented videos.

"Previously, during an Everest expedition, I used Thuraya products and I found them to be reliable, rugged and ideal for tough trips in enduring conditions. I chose Thuraya XT as my support telecom solution because it is small, light and tough, making it extremely portable. But primarily, my decision was based on quality. I know, from past experience, that Thuraya products work when you need them to, in whatever conditions. As a professional adventurer, I need a product I can rely on, which is what Thuraya is all about," said Hayes.

"Having filmed on all 7 continents on the planet, in some of the most remote locations, knowing that I have safe and reliable communications is vital. It's something that I rely on both to keep in touch with the outside world but also to share information about the expeditions I am documenting. The crucial factors for such systems are coverage, robustness, weight, battery life and ease of use. I have used Thuraya sat phones and data solutions across Africa and the Himalayas with perfect results every time," said Alexis Girardet, Producer/Director, Twofour Broadcast.

Thuraya is a satcom market leader which provides seamless coverage in more than 140 countries in Europe, Africa, Middle East, Asia and Australia. The Company is the pioneer of leading edge solutions such as Thuraya XT which is the only satellite handheld to offer full walk and talk capabilities for communications on the move. The phone also has the fastest data service (60 Kbps). It is the smallest rugged satellite handheld with a glare resistant display for outdoor environments.



For reliable high-speed data service, Thuraya IP is the smallest and fastest satellite broadband solution with speeds up to 444 Kbps Standard IP and 384 Streaming IP. Compact, portable and lightweight (A-5 tablet sized and weighing 1.3 kilograms), the solution is a firm favorite with broadcast media agencies because it is easy to pack and use. It is the only satellite broadband solution with asymmetric streaming capabilities, allowing consumers to select upload and download speeds enabling them to pay only for bandwidth they consume. Supported by Thuraya's unlimited and flexible pricing packages; it is the most cost-effective solution in the market.

Thuraya's Vice President, Corporate and Marketing Communications said, "Thuraya has always been a keen supporter of challenging projects such as the one Hayes is undertaking. Our robust network enables us to facilitate communications through solutions such as Thuraya XT and Thuraya IP which have been sleekly designed to meet the needs of a diverse pool of consumers. Through our cutting-edge solutions, the whole world will be able to easily follow the Hayes expedition online."

Thuraya and Xtralink, one of Thuraya's main service partners are the joint telecom sponsors of the expedition.

Guinness Book of World Records adventurer Adrian Hayes will be re-enacting the expedition of famous explorer Sir. Wilfred Thesiger. Entitled 'The Footsteps of Thesiger' and presented by the Abu Dhabi Authority for Culture and Heritage, the expedition will remain as true to the original as possible with Hayes travelling by camel and escorted by local Bedouins. The only difference will be the addition of a supporting film crew. The accompanying TV documentary has been commissioned by Abu Dhabi Media and is to be produced by Twofour Arabia.

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

Thuraya is a leading international mobile satellite services operator that provides quality, affordable communication solutions in more than 140 countries across Europe, Africa, Middle East, Asia and Australia. Thuraya's portfolio encompasses data, voice and maritime products and services that support dual GSM and satellite mode and advanced applications, to provide people and businesses with constant connectivity when they need it most. Thuraya specifically designs successful satellite communication solutions for vertical sectors such as energy, media, government, NGOs and maritime.

Thuraya's robust, powerful satellite network enables two-thirds of the globe's population to communicate clearly and effectively in areas underserved by terrestrial networks.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed regional and international investment firms, and is the world's leading provider of mobile satellite handsets in its coverage area, with nearly 65% market share.



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