

## ***Press Release***

# ***In Partnership with Alkan Telecom, Thuraya Hosts Road Show for Vertical Markets in Egypt***

**Abu Dhabi, 28<sup>th</sup> October 2009:** Thuraya Telecommunications Company has introduced the world's toughest satellite phone and the smallest portable satellite broadband terminal in Egypt. The world leading mobile satellite operator co-hosted with its national service provider, Alkan Telecom a Corporate Day where the Company presented its latest products and solutions to customers from the Egyptian market. At the event, Thuraya also promoted its specialised Quicklink broadcast media solution and the Company's competitive ThurayaMarine solution.

At the event that was held at Intercontinental City Stars in Cairo customers from a variety of sectors such as oil and gas, broadcast media and the telecom industry experienced live demonstrations of the Thuraya's cutting edge portfolio of products and gave live testimonials about their experience with Thuraya.

During the Corporate Day customers were able to experience the robustness and professional features of Thuraya XT, the Company's recently launched satellite phone. The innovative Thuraya XT is renowned for its unique features such as an unprecedented battery life and IP54/IK03 telecom standards making its splash water resistant, dust and shock proof.

Similarly, high-speed data customers such as satellite news gatherers were able to test live the mobile ThurayaIP solution that has been enhanced through a partnership with Quicklink to meet the needs of broadcast media correspondents. ThurayaIP has data transmission speeds reaching up to 444 Kbps and video streaming speeds of 384 Kbps. Backed by a congestion-free network, ThurayaIP is an ideal high-speed broadband data solution especially for customers seeking mobility and a portable broadband product in remote areas.

The needs of the vast maritime sector were served through the capabilities of ThurayaMarine which is a specialised multi-communications device that is designed for several types of sea-vessels. ThurayaMarine provides voice, data and fax services so that crew members and seafarers can stay in touch with their business partners and family members.

The Corporate Day in Cairo was a suitable platform for Thuraya to unveil to the Egyptian market its newly launched corporate identity.

"Egypt is a main market for Thuraya and we are the satellite operator of choice for customers in need of mobile satellite services especially in areas where there is no access to terrestrial networks. Our edge lies in the variety of voice, data and maritime solutions that we provide. It is a



pleasure to introduce to the Egyptian market the world's toughest satellite phone, Thuraya XT which has been specifically designed to handle the harshest of environments and it meets the needs of several key sectors such as oil and gas, government, NGOs, military and large corporates to name a few," said Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed.

He also added that Thuraya's partnership with Alkan Telecom that began in 1999 has always ensured that customers will have easy and reliable access to Thuraya's portfolio of products.

"Alkan Telecom is proud to be introducing Thuraya's latest solutions such as Thuraya XT to our valuable customers. We are sure that there will be strong market uptake of Thuraya's versatile products and solutions that have competitive features. Thuraya's world leading solutions are known for their flexibility and robustness and are supported by a world-class network so that users based in any location have access to modern telecommunications tools," said the Chief Executive Officer of Alkan CIT, Mr. Ahmed Abd El Aal.

He also elaborated that Thuraya is a dynamic Company that is continuously evolving to meet the needs of professional users who demand tailor-made satcom solutions.

Alkan Telecom is Thuraya's National Service Provider in Egypt providing the entire portfolio of Thuraya products. They are a telecom company who are specialist distributors of satcom solutions.

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

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe and the Middle East. Services provided by Thuraya include mobile voice that support dual GSM and satellite mode, broadband, maritime, rural telephony, fleet management and other advanced applications that enable people and businesses everywhere under its coverage to enjoy constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology.

The Company launched its third satellite in January 2008, which has brought countries of the Asia-Pacific region under its footprint and extended its coverage to nearly two thirds of the globe's population.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region.

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**About Alkan Telecom ([www.alkancit.com](http://www.alkancit.com))**

Alkan Telecom, the leading telecommunications System Integrator & Solution Provider, is a subsidiary of Alkan CIT, the communication and information technology arm of Alkan holdings.



The company is Sector Member of the ITU, Associate Member of the GVF and is the Thuraya National Service Provider in Egypt. Alkan Telecom successfully operates in 16 different countries in the Middle East and Africa and is dynamically expanding its reach to serve more customers in the region. Alkan Telecom offerings include Satellite broadband services, WiMax networks, IP infrastructure, IT security, Wireless networking, Homeland Security, Fleet Management, Surveillance, Video conferencing, managed services in addition to overall system integration and full technical support.

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