

## ***Press Release***

# **Thuraya to Showcase New Satcom Innovations in High-Speed Data at GITEX 2009**

**Abu Dhabi, 12<sup>th</sup> October 2009:** Thuraya, the world's leading mobile satellite operator for satellite handhels, is set to unveil during GITEX 2009 a new series of satellite telecom applications catering to vertical markets such as the media industry, military and emergency communications, oil and gas, NGOs and others. Additionally, Thuraya will be using this major ICT platform to introduce its new brand, which reflects the Company's evolving dynamism and a more contemporary, user-friendly feel and look.

As a UAE-based business, Thuraya will be a major exhibitor in the show, bringing new cutting-edge solutions to the satellite telecom community and visitors of the largest telecom and IT show in the region. Visitors will be able to see and experience live demos of the world's toughest satellite phone "Thuraya XT", ThurayaMarine, broadcast media streaming, new enhancements on ThurayaIP and Thuraya NettedComms.

"GITEX is a wonderful place and forum for business meetings, and we therefore invite and look forward to welcoming our service providers, business partners, associates, application developers and customers during the show to strengthen relations and exchange ideas and feedback," said Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed.

At its large display at Zabeel Hall, the Company will also be showing its pioneering mobile satellite handhels, the SO-2510 and SG-2520, Rural Telephony solutions and its high-speed data terminal ThurayaIP.

"Thuraya has always held a unique leading position in the mobile satellite services industry through unrelenting enthusiasm and breakthroughs. The new range of ground-breaking products and solutions to be displayed at GITEX, on top of which is the world's toughest sat-phone, is a continuation of the Company's leadership role and marketing energy," said Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed.

He also elaborated that Thuraya's new brand image reveals the versatile nature of the Company that is consistently taking steps forward in the modern communications world.

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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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