

## ***Press Release***

# **Thuraya Launches New Corporate Identity and the World's Toughest Satellite Phone at GITEX 2009**

**Abu Dhabi, 19<sup>th</sup> October 2009:** To mark major strategy shifts towards vertical markets and maintain its leadership of world's mobile satellite services, Thuraya Telecommunications Company today announced at GITEX 2009 the unveil of a new corporate identity. The world leading mobile satellite operator concurrently used GITEX as a platform to mark the global launch of its new satellite handheld, Thuraya XT which has already won significant support from major industry players. The innovative brand identity and the revolutionary handheld assert Thuraya's vitality as a Company that is consistently taking steps forward to boost its position as a world leading MSS provider.

"Thuraya is a Company that is continuously evolving and our new corporate identity reflects this change. While remaining loyal to our current client base and business partners, we have developed a new image that will support our expansion into new market segments. Our new identity is inherently robust and scalable to reflect its use across the diverse markets and geographies in which we operate," said Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed during a press conference at GITEX 2009.

Continuing its leadership in the mobile satellite handheld market, Thuraya has pioneered a new and robust satellite phone, Coined the world's "toughest" satellite handheld, Thuraya XT has been developed with numerous features which are otherwise unavailable in the market.

The phone is designed to IP54/IK03 telecom standards, which makes it the only satellite handheld that is splash water resistant, dust and shock proof. Thuraya XT has a battery life that outlasts any other satellite phone with talk time up to 6 hours and a standby time of up to 80 hours.

"Thuraya XT is an unbreakable handheld that is an exciting addition to our portfolio of products. The uniqueness of the phone is its combination of robustness and professionalism so that a wide variety of customers, especially professional users from diverse industry sectors can benefit from its reliable service," added Mr. Yousuf Al Sayed.

Within Thuraya's diverse portfolio of products, the Company provides sophisticated satellite broadband services. Throughout GITEX 2009, Thuraya is providing a series of tailor-made live demonstrations of broadband-based solutions to meet the needs of the military, government, NGOs, broadcast media and others sectors. Based on ThurayaIP, the live demonstrations include video streaming with Quicklink's solution which facilitates the transmission and delivery of extremely low latency, real-time broadcast video. Additionally, Globecast is a feature of Thuraya's presence at GITEX, as an ideal tool for freelance broadcast media correspondents who need to



stream live video to a content exchange server from areas where there is no access to terrestrial networks.

Another high-speed data solution on show by Thuraya is its recently launched Performance Enhancement Proxy (PEP) service which provides enhanced browser experience and data transmission speeds. The PEP service is provided through Newtec's Tellitec solution.

"Our competitive ThurayaIP terminal is a versatile product that we have enhanced to provide faster browsing and data transmission speeds through our PEP service. Moreover, Thuraya is very aware of the requirements of the several segments such as the defense, government and broadcast media sector which require reliable video transmission especially when shooting live in remote locations. To this end we have deployed both the Quicklink and Globecast solutions which any organization or agency will find flexible enough for their needs," elaborated Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed.

Thuraya is the world leading mobile satellite operator that provides coverage in over 140 countries and provides voice, data, maritime, rural telephony, tracking and location-based services. The Company is consistently updating its services to meet market needs and its technological advancements are backed by strong commercial activity to ensure that customers have access to dependable mobile satellite communications.

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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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