

Press Release

Thuraya to Demonstrate Live World's Toughest Satellite Phone and Specialised Broadcast Media Solutions at GITEX 2009

Abu Dhabi, 15th October 2009: Thousands of visitors to GITEX 2009 will be able to experience live Thuraya's revolutionary portfolio of products next week. The world leading mobile satellite operator has abundant demonstrations planned for voice, data and maritime products and solutions. The Company's newly branded stand will be a platform to provide an enhanced customer experience for a variety of market segments such as oil and gas, defense, government, broadcast media, corporates, remote travelers and individual users.

Continuing its leadership in the mobile satellite handheld arena, Thuraya will be launching the world's toughest satellite phone, Thuraya XT. During the show the Company will be demonstrating live the unique features of the handheld gadget that is both rugged and reliable.

"We are proud to be launching live our new Thuraya XT phone during GITEX whereby customers, partners and service providers can experience first hand the unique capabilities of the world's toughest satellite phone," said Thuraya's Chief Executive Officer, Mr. Yousuf Al Sayed.

"Thuraya's objective at GITEX is to ensure visitors to our stand have a feel for our mix of products and solutions and experience them live. We have a lot to offer this year and we have taken into account all our potential customers through our ground breaking voice and data solutions," added Mr. Al Sayed.

He also elaborated that other sectors such as the maritime, rural communities and consumers will find on display elaborate and unique products and solutions satisfying their communication needs.

As the leader in satellite voice solutions, Thuraya will be displaying its sleek second generation handhelds, Thuraya SO-2510 and Thuraya SG-2520. For communication in remote areas, the Company will be showcasing its Public Calling Office rural telephony solution.

Serving the needs of high-speed broadband data customers, Thuraya will be providing a series of customised live demonstrations based on ThurayaIP. The competitive A-5 sized product has data transmission speeds that reach up to 444 Kbps and video streaming speeds that reach up to 384 Kbps.

Broadcast media will have its share of specialised solutions such as Quicklink and Globecast which will be presented during the exhibition. Quicklink facilitates the transmission and delivery of extremely low latency, real-time broadcast video for broadcast media users of ThurayaIP. The Globecast solution allows freelance media correspondents located in remote areas to transmit live videos via ThurayaIP to a content exchange server.



To enhance browser experience and data transmission speeds by 50%, Thuraya has partnered with Newtec to provide a Performance Enhancement Proxy (PEP). Using Newtec's Tellitec solution, the PEP service will also be available for viewing live at the Thuraya stand.

Another broadband based solution on display is Thuraya NettedComms which is a leading edge solution that facilitates instant and cost-effective communications for security, military, emergency services and disaster management agencies, governments and large corporates. Thuraya NettedComms integrates different communication technologies into a single closed user group, enabling users to communicate effectively.

For customers of the growing maritime sector, Thuraya will be showcasing its user-friendly ThurayaMarine solution. ThurayaMarine is a communication product that provides voice, data and fax services and is a resilient solution that allows crew members onboard a variety of sea vessels to stay in touch with their business associates, family and friends.

- ends -

About Thuraya (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.

For more information, please contact:

Mr. Ebrahim K. Ebrahim
Corporate Communications Department
Thuraya Telecommunications Co.
Post Box 283333 Abu Dhabi, UAE
Tel: 971-4-4488-828
Fax: 971-4-4488-899
Email: e_ebrahim@thuraya.com

