

## ***Press Release***

# **Thuraya Boosts its Satellite Broadband Services by Introducing New Features**

**Abu Dhabi and Dubai, 16<sup>th</sup> July 2009-----:** To enhance the services of its broadband solution ThurayaIP, the world leading mobile satellite operator Thuraya has introduced two new features. Users of ThurayaIP can now enjoy the ability to control multimedia buffering as well as flexibly determine the base IP address of the terminal. Both features will provide target customers with higher quality of service and reliability.

Customers who select the multimedia option while using ThurayaIP's advanced streaming service will now be able to enable or disable the multimedia buffering. Disabling the multimedia buffering will eliminate substantial amounts of traffic delay. Thus, customers will have significantly reduced latency when streaming and data will be sent at much higher speeds to end users.

Furthermore, the software of ThurayaIP has been designed to allow users to modify the lower two fields of the base IP address when using the terminal. The malleability of choosing the lower two fields of the base IP address will allow customers to better integrate ThurayaIP with existing IT infrastructure. Moreover, having a flexible base IP address means that several ThurayaIP terminals can be connected to the same laptop to double data speeds and improve customer experience.

ThurayaIP is a superior broadband solution that is uniquely A5 sized permitting added mobility and portability. It transmits data at speeds up to 444 Kbps and has advanced streaming video capabilities at speeds that reach up to 384 Kbps. Backed by a robust and congestion-free network, ThurayaIP is a user-friendly solution that is plug and play that requires no additional configuration. It meets the needs of several sectors such as the media, corporates, government, military, NGOs, oil and gas as well as individual users who demand high quality data services through uninterrupted satellite connectivity.

"ThurayaIP is a competitive broadband product that we are dynamically enhancing to ensure that our customers have superior quality of service. By



introducing users with the capacity to control multimedia buffering as well as the base IP address we are enabling customers to have access to a pliable and agile solution,” said Thuraya’s Chief Technology Officer Mr. Ali Saeed Al Mazrooei.

He also elaborated that the enhancement of the terminal will increase customer satisfaction for users of ThurayaIP who require efficient speeds when accessing Thuraya’s data services.

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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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