

Press Release

Distribution Chain Doubled for “ThurayaIP”, “Connect Telecom” Expands Telecom Portfolio with “ThurayaIP”

Abu Dhabi, 22nd November 2009: ThurayaIP, the 444 kbps satellite broadband solution introduced by Thuraya last year, is seeing heightened interest and demand from telecom distribution chain and vertical markets. This is evidenced in the number of global and national Service Providers and Distributors signing up for the solution, which has more than doubled in less than a year. “Connect Telecom”, a leading telecom distributor with business operations in Dubai, Afghanistan and several regional markets, is the latest SP partnering with Thuraya in its global marketing and roll-out campaign for “Thuraya-IP”.

Thuraya CEO Mr. Yousuf Al Sayed said “ThurayaIP” is the smallest portable satellite IP terminal available in the market, and is designed to meet the demanding and the dynamic requirements of sophisticated vertical market customers. “The tremendous market response so far from a variety of segments, public and private sectors, signifies a great potential for the product,” he said.

Starting the year with little over ten SPs for “ThurayaIP,” the Company’s list of partners distributing the product has grown close to 30. “We are excited with this swift market expansion for “ThurayaIP,” and this growing commercial network is instrumental in pushing the product to our end-customers everywhere in our coverage area,” said Mr. Al Sayed.

The significance of our alliance with “Connect Telecom” is that they operate in more than one region and have a strong network of more than 80 dealers around the world,” he added.

He reiterated that there is already a strong business collaboration platform between the two companies since “Connect Telecom” is one of the best and largest distributors of Thuraya’s competitive mobile handheld products.

“ThurayaIP” is a unique satellite high-speed data solution in the mobile satellite market. A-5 sized, the terminal has transmission speeds of 444 Kbps and video-streaming speeds of 384 Kbps. Additional applications based on the service include ThurayaNetted Comms (for emergency group calling) and ThurayaLease (for high-end customers requiring large bandwidth).

Connect Telecom’s Chairman Mr. Mohammed Nour commented: “We have established satellite market experience and connections, we are certain that “ThurayaIP” is what our customer base is looking for. The size, portability, dynamic features and innovative enhancements made on it so far are making it a very strong choice for customers seeking a reliable, high-quality satellite broadband offering,”.



Supported by a dynamic congestion-free network, "ThurayaIP" is designed to meet the growing needs of vertical customers (oil and gas, media, military, NGOs, international maritime, agriculture, mining and others) for a reliable and efficient solution especially in areas currently inadequately covered or uncovered by terrestrial networks.

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About Thuraya (www.thuraya.com)

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, Australia 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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