

Thuraya Launches M2M Service and First Terminal to Operate in North America

Dubai, 15 March, 2016: Leading mobile satellite services operator Thuraya Telecommunications Company today launched a dedicated M2M service and terminal that is available across its extensive coverage area and for the first time over North America.

The launch builds on the momentum of existing M2M solutions offered from Thuraya's network of device and application development partners and is part of the company's overall M2M strategy. Thuraya's strategy is founded on the fact that more than one solution is needed to address the requirements of all M2M applications in the future. Based on the growth of M2M and the coming explosion of the Internet of Things (IoT), Thuraya is developing solutions to address low data rate (LDR), medium data rate (MDR) and high data rate (HDR) requirements for a range of market segments. The launch of this new service addresses the market requirements for the MDR tier of applications.

Working in partnership with ViaSat, Thuraya is expanding the reach of its coverage area to include North America for the first time. The robust IP-based, secure two-way communications M2M network already enables real-time M2M and IoT application deployment beyond the confines of traditional cellular networks. The partnership with ViaSat extends that capability into this key new geographical market.

Randy Roberts, Thuraya Chief Innovation Officer, said: "We are building a considerable M2M presence. As we develop Thuraya M2M further, we will be strongly positioned to benefit from exciting long term opportunities offered across the Internet of Things. With this new partnership with ViaSat, our network can reach places that are otherwise shut off, and now Thuraya reaches even more customers by expanding our coverage, for this service, over North America."

Phil Berry, vice president and general manager, Mobile Satellite Services, ViaSat commented: "Through our partnership with Thuraya, we are bringing robust network functionality coupled with advanced device capabilities to bring real-time IP satellite communications to a greater portion of the M2M market. Thuraya's FT2225 M2M device running over the reliable ViaSat L-band service will serve a broader class of M2M markets from traditional enterprise to new sectors in the unserved and underserved space."

With the span of sectors it serves, Thuraya is well placed to target key growth areas. There is considerable demand in the mining and oil and gas sectors for high security, low latency real time applications. Mining companies also need reliable network connectivity for tracking assets and ensuring workers' safety. High cyber-security and network availability appeal strongly to the government and security sectors, while Thuraya will also offer the network resiliency and low total cost of ownership being sought by utility companies.

The Thuraya FT2555

The new Thuraya FT2225 (MDR) fixed terminal works on the Thuraya network and on ViaSat's mobile satellite services network, leveraging ViaSat's L-band high capacity satellite system.

The FT2225 terminal offers remarkably efficient bandwidth usage, low-latency IP networking, and high levels of security. It is supported by a market-leading 99.9% service level agreement, and reduces total cost of ownership.

Thuraya already offers a range of third party certified M2M solutions within its LDR service including: the SMC mobile asset tracking; the Seven Technologies remote link for fixed M2M applications; the Ibexis telemetry data logger; and the Digital Barriers seismic sensor mesh network. The list of solutions will be expanded further with the introduction of the FT2225 platform.

Roberts said: "M2M solutions take operational efficiency to a new level for customers. This is understood by businesses across a wide range of sectors, and the scale of opportunity is considerable. The International Data Corporation predicts the IoT market will grow to \$7.1 trillion by 2020 worldwide, from \$1.9 trillion in 2013. Whichever projection you choose for the number of connected devices - Gartner's 26 billion by 2020, Cisco's 50 billion or even Intel's 200 billion - the time is right for Thuraya to grow our M2M presence across each of the three data rate tiers, and extend our geographical reach."

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