



Thuraya MarineStar Becomes a Major Success Story

Thuraya's newest maritime voice solution with tracking and monitoring capabilities is a bestseller due to its flexibility, affordability and reliability

Abu Dhabi, UAE, 9 April 2020 - Thuraya, the mobile satellite services subsidiary of the UAE-based global satellite company, Yahsat, today announced that Thuraya MarineStar, its best in class, affordable maritime voice solution with advanced two-way tracking and monitoring capabilities is a bestseller, especially in the Asian maritime markets. This versatile solution was sold out within a month after its launch and first installations have been made successfully. Due to robust demand from fisheries, Thuraya's Service Partners are now placing new bulk orders for the hardware units.

"When we launched Thuraya MarineStar in late 2019, we were sure we had a winner on our hands. For the cost-conscious user who has to abide by a tight budget, this feature-rich voice solution offers a wide range of value add-ons at an affordable price," said Shawkat Ahmed, Thuraya's Chief Commercial Officer. He continued, "We have seen products that had ambitious launches, but are still unfortunately out of reach due to total cost of ownership. Thuraya MarineStar is an unprecedented success, because it meets all the essential requirements in terms of connectivity, safety, flexibility and affordability."

As an entry-level solution, Thuraya MarineStar is built on the same successful voice platform that has sold more than one million Thuraya satellite voice devices. Since it enables tracking and monitoring, in addition to voice communications, vessel operators do not have to invest more in their tracking systems or a brand new tracking application.

Thuraya MarineStar is popular in many Asian markets due to various reasons. In China, users cite the cost-effective voice communications as a key differentiator, while Vietnamese fishermen appreciate its tracking and monitoring capabilities. This solution makes compliance with national and international fish catch reporting regulations simple by bundling essential elements into one affordable package. Moreover, it supports multiple languages, further cementing its appeal among regional users. Thuraya MarineStar enables fishing crews to remain connected on their local GSM numbers, even beyond the coastline. Its IP67 certified terminal can be deployed to perform condition based, on-board monitoring for maintenance activities. This results in better planning and upkeep that is more efficient.

The hardware and service advantages of Thuraya MarineStar are complemented by the most flexible rate plans for the service. Thuraya has devised bespoke pricing models and bundles that are based on actual usage.



The solution is also available to third-party system integrators who want to integrate their tracking platforms with that of Thuraya. Its terminal has multiple physical interfaces that support external sensors and devices for further customization.

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About Thuraya Telecommunications Company

Thuraya, is the mobile satellite services subsidiary of Yahsat, a leading global satellite operator based in the United Arab Emirates (UAE), fully owned by Mubadala Investment Company. Established in 1997, Thuraya offers innovative communications solutions to a variety of sectors including maritime, energy, government, broadcast media, military, aerospace and humanitarian NGO.

Thuraya's superior network enables clear communications and uninterrupted coverage across two-thirds of the globe by MSS, global VSAT coverage and around the world through its unique GSM roaming capabilities. The company's diverse range of technologically advanced and dependable mobile satellite handsets and broadband devices provide ease of use, value, quality and efficiency. Through relevant partnerships, Thuraya stays ahead by delivering solutions and supporting applications that meet the rapidly transforming nature of market demands. Thuraya remains committed to keeping everyone within reach in any circumstance by making accessible the essential tools required for vital connectivity.

For more information, visit: www.thuraya.com.