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### **O3b Networks Bridges the Bandwidth Gap in Underserved Markets**

Breakthrough satellite fleet to deliver affordable broadband to Africa and beyond

Telecommunications companies and ISPs throughout Africa and global emerging markets want to deliver high-speed broadband. But the bandwidth needed to unleash the Internet's full potential hasn't been available or affordable in the remote regions of inland Africa, the Middle East, Latin America and other hard-to-reach places – until now.

O3b Networks has more than enough bandwidth to enable new opportunities and economic development in countries, regions and communities lagging far behind the broadband boom.

The largest Ka-band satellite operator in the world is combining the reach of satellite with the speed of fiber at a price capable of making the Internet a truly global experience.

"O3b delivers more bandwidth at lower latencies and costs than ever imaginable," explained Steve Collar, CEO of O3b Networks. "That's a powerful formula for telcos determined to satisfy the insatiable hunger for broadband in the markets they serve."

O3b was developed to deliver high-speed connectivity to the unconnected and underserved markets around the world. Already one-third of O3b's capacity is sold, ahead of the early 2013 launch of its initial constellation of eight Middle Earth Orbit (MEO) satellites.

#### **More Bandwidth**

About 20% of the IP Trunking traffic across the Middle East and Africa is delivered today over standard, geostationary satellites at prices significantly higher than the cost of O3b's new IP Trunking solution. Launched this month, O3b Trunk is a scalable, bundled solution that delivers affordable, fiber-like capacity anywhere within 45 degrees of the equator.



“Service providers simply select the speed of the connection they want and we provide them the fully-managed O3b Trunk solution,” noted John Finney, Chief Commercial Officer for O3b. The new O3b Trunk service delivers a wide variety of broadband capacity options, from 100Mbps to 1.2Gbps.

“O3b Trunk delivers unparalleled bandwidth flexibility, allowing providers to expand their services along with market demand,” Finney said. “Our ability to deliver more bandwidth, lower latencies and costs is eliminating the primary hurdles to connectivity and growth across the emerging markets,” added Finney.

### **Enabling New Opportunities**

O3b is opening the door to a whole new world of opportunities across the underserved Northeastern region of South Africa. Innovative provider Mavoni has signed a capacity deal with O3b to deliver fiber-like connectivity to the South African provinces of Limpopo, Mpumalanga and the Northern Cape. Nearly 2,000 schools will be connected in rural stretches of the two territories alone.

“Mavoni and O3b will be serving schools, colleges and government facilities in the underserved Northeastern region of South Africa, which simply doesn’t have the level of bandwidth the rest of South Africa enjoys,” said Collar. “Delivering access to all is at the core of what we do at O3b, and it’s certainly an achievable mission together with innovators like Mavoni in South Africa and Netcom Africa off the Nigerian coast.”

Netcom Africa will utilize O3b bandwidth to better serve oil and gas rigs in the Niger Delta. O3b’s higher throughput and lower prices will enable a whole new level of broadband services aboard the offshore platforms.

Despite the availability of multiple fiber networks on Africa’s coasts, inland regions of Africa are preparing to connect with O3b.

Etisalat already serves more than 100 million customers across the Middle East, Africa and Asia and is now in a position to meet future capacity demands after inking a deal with O3b to offer regional solutions.

### **The O3b Difference**

O3b is still discovering new customer challenges and applications where O3b can make a difference. “It’s the un-served and underserved, the communities, businesses, regions and



governments that don't have access to the capabilities our bandwidth can deliver," said Collar.

With the unveiling of its core IP trunking product O3b Trunk complete and the launch of its initial constellation fast approaching, O3b is installing seven strategic global gateways around the globe. The first two teleports are under construction in Greece and Hawaii.

"There is a growing sense of excitement as we get closer to the launch of O3b," noted Collar, referring to a growing customer lineup expected to number in the dozens by liftoff. And the dream of closing the bandwidth gap that is on the verge of becoming a reality.

"Our ability to empower whole countries and companies to discover a connected future is the biggest reason people work at O3b."

And it's why telecom and service providers are staking their claim to O3b capacity, ready to help their customers across Africa and beyond join the connected world.

For more information about O3b Networks or O3b Trunk, visit [www.o3bnetworks.com](http://www.o3bnetworks.com).

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