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O3b Networks **LIGHTS UP** Game-Changing Service

In demand, satellite constellation, now
serving on a global basis

With its first eight satellites now fully operational and another four headed for orbit early next year, O3b and its growing fleet is fundamentally changing the way the world connects.

“The O3b technology and the broadband experience it delivers is absolutely mind boggling,” said Philippe Israel, Managing Director for Raga Sat, a telecom services provider serving remote inland African nations like the Democratic Republic of Congo. “The difference between the Internet access speeds we could offer before and what we have now with O3b is literally night and day,” he explained. “We couldn’t be more thrilled for our customers, who now have broadband services comparable to what they have in the western world.”

“O3b promised it would deliver fiber-like connectivity from the sky, and that’s exactly what O3b is doing today,” said Jules Maher, former CEO of Telecom Cook Islands (TCI) who was among the very first to ink a capacity deal with O3b to connect the remote Cook Islands. “O3b is simply opening up possibilities that weren’t there before. It’s going to make us much more viable as a country,” he noted, referring to the positive impact O3b’s significantly faster broadband speeds are having on the island nation’s bread-and-butter tourism-based economy.

O3b’s new commercial services offer fiber-like speed and low latencies with the coverage of satellite – a powerful combination that clearly differentiates O3b’s

Medium Earth Orbit (MEO) constellation from tethered terrestrial and traditional geostationary satellite offerings.

Vision to Reality

As the rocket carrying the latest foursome of O3b satellites soared through the summer sky over the Space Center in French Guiana, Founder, Greg Wyler reflected on the historic moment. O3b had turned a lofty vision into reality. High-speed broadband was now within reach in places where the Internet had never ventured before.

“It may have seemed like a crazy idea in the beginning, but the vision that gave birth to O3b got a lot of people very excited – serving the other three billion,” recalled Wyler, who founded O3b with the goal of connecting underserved countries and communities around the world. “O3b is going to have a very big impact on the world, especially the developing world, providing a lot of people with newfound access to the outside world thanks to high-speed broadband.”

Now that O3b has turned up commercial service across its global constellation and gateway network, O3b’s CEO Steve Collar is proud to see the connectivity transformation taking place in some of the remotest places on earth. “It’s about turning a promising vision into a powerful reality for millions, even billions of people,” Collar explained. “The Internet is the most transformative technology of our generation, and everyone should have the opportunity to participate,” he said. “We’re extremely excited

about all the opportunities for economic growth, better education and healthcare, just a better life overall, now possible for so many people in so many places.”

Gerardo Angelo Carrilho sees firsthand the difference O3b is making, on the faces of his telecom customers in East Timor, an island nation at the southern tip of Southeast Asia. “All of a sudden the whole connectivity situation has changed,” noted Carrilho, Director of Engineering and Operations at Timor Telecom (subsidiary of Portugal Telecom). “I used to hear from a number of customers before, who were critical of our broadband service,” he recalled. “Now, they just come to me with a huge smile on their faces, saying, ‘Wow, Timor Telecom’s Internet service is way better now. What did you do?’”

Carrilho secured O3b low latency, high throughput capacity early on, realizing the game-changing impact fast, reliable broadband will have in the communities he serves across East Timor. That lightning-fast service is enabling Timor Telecom and other providers around the world to innovate and offer up a broad range of solutions – from audio and video conferencing to cloud computing, social networking and high quality voice – to businesses and people long frustrated by painstakingly slow dial up.

In fact, virtually every O3b customer around the world requested a ramp up in capacity during trial periods ear-

lier this year. “Our customers across the globe immediately saw the difference O3b capacity will mean for the countries and communities they serve,” explained Collar. “Across the board, our customers have requested more O3b capacity in preparation for big consumer and business demand for the delivery of life-changing connectivity.”

Lower Latency, Higher Ceiling

“We kept bumping up against a technology ceiling across the Cook Islands for years,” explained Maher, who considered linking the remote Pacific island country to the



Telecom Cooks Islands former CEO, Jules Maher with O3b's CEO, Steve Collar at the Roma facility.

world with an undersea cable, but it was too costly. “We now have ten times the bandwidth we used to have together with fiber-like latencies,” Maher said. “So we’ve bumped up the ceiling you could say, and we’ve got room to be creative,” he noted, referring to the launch of TCI’s long-awaited 3G/4G service with Huawei over the O3b satellite network.”

O3b has achieved 3G and 4G success and streaming speeds of 800 megabits per second with its MEO satellite fleet, a milestone never before reached in the satellite industry.

Digicel CTO Abdallah Nassar was thrilled to share his gratitude for the availability of O3b in Samoa, where Digicel is enabling businesses and consumers to leverage the power of social links like Skype. “Right now, I’m talking with you over Skype on the O3b satellite network, and as you can see it’s reliable, it’s top quality, clean video and audio with no latency,” Nassar explained over the Skype/O3b connection. “Indeed, O3b is having an incredible impact on businesses and lives here in Samoa, and there’s absolutely nothing else out there to compare to this O3b service. It changes everything.”

Desmond Looch is bridging the gap in Malaysia. As executive director of telecom services provider Maju Nusa, Looch is seeing O3b technologies change lives every day. “You’re not only able to bring voice to the masses, we’re able to bring speedy broadband services that allow people to use YouTube, Skype and other social networking outlets the way they were meant to be used,” Looch said.



Raga Sat and O3b team stand proud at the Raga Sat terminal in DRC.

“It’s gratifying to have such an important and positive effect on the communities we serve together with O3b.”

“It makes a world of difference in terms of latency,” noted Israel. “We’re going from traditional satellite connectivity with its shortfalls to now having O3b satellite coverage with fiber-like latency,” he explained. “The result is a pure browsing experience that rivals any in the world.”

The enabler is latency levels at or below 150 milliseconds. That’s new territory for satellite, and that’s a big ingredient in O3b’s formula for success.

“Everyone is moving into 3G and 4G, but you can’t get there without low latencies,” stated Looch. “Sub 150 millisecond roundtrip latencies with O3b are a game changer, a huge leap in our ability to deliver the elixir of economic growth in isolated places.”

“Until we integrated O3b into our portfolio, we were fighting against latencies between 500 and 600 milliseconds,” Israel said, recalling frustrating efforts to deploy high-speed broadband in a pre-O3b environment. “The introduction of O3b commercial services has brought with it average speeds right around 150 milliseconds or less,” he noted. “That’s fiber territory without the headaches and limitations that come with fiber.”

“The telecommunications operators in our markets around the globe are talking to O3b about their plans, about how they want to rollout network services in the same way they would talk to fiber infrastructure providers,” explained John Finney, O3b’s chief commercial officer. “That puts O3b on par with terrestrial infrastruc-



Royal Caribbean's Oasis of the Seas. The first ship to be connected with O3b's groundbreaking high speed broadband.

ture, which is a satellite industry first and a milestone that puts us at the forefront of an exciting transformation.”

Redefining Connectivity

It's a dream come true for rural villagers who can now explore the Internet, go to classes never before available, receive world class medical treatment via telemedicine, and simply become empowered by a reliable satellite connection to the world. Tourists who want to get away from everything but their high-speed broadband can now have their vacation and remain connected too. O3b is operational aboard the largest cruise ship in the world, and passengers are taking full advantage of mobility at its best.

“Everyone wants to stay connected no matter where they go. Mobile broadband is not necessarily a nice-to-have any longer, it's a must have for people today,” noted Susan Bonner, vice president, onboard revenue, Royal Caribbean Cruises. “The initiation of O3b service this month enables us to bring that level of connectivity to everyone on our Oasis of the Seas cruise ship, where they are experiencing broadband speeds they've grown accustomed to at home or in the office,” Bonner explained. “It's a game changer for the cruise industry, and a milestone capability that is already attracting more people to the seas.”

“O3b is redefining connectivity,” said Shahid Mahmud, chairman and CEO of Interactive, a communication services provider in Pakistan. “We are now increasingly addressing demands in health and telemedicine, education, e-learning, e-governance, public safety and other data services,”

Mahmud explained. “Voice services are equally important and increasingly required in remote parts of Pakistan, where there has long been little if any connectivity.”

“We have now stepped into the future with O3b, which is not only moving our business forward but moving the entire market across Samoa by leaps and bounds,” said Nassar. “O3b is the most reliable, innovative technology capable of pushing our data services into the next era.”

“It’s exciting to see the growing demand and insatiable thirst for more and more connectivity around the world,” said O3b’s Col-lar. “We see more launches in the near and distant future, the need to increase the capabilities of our satellite fleet to deliver the kind of services that are changing whole communities and millions of lives,” he noted. “We’ve just seen the tip of the iceberg in terms of demand, when you consider the fact that some of the largest countries in the world still have Internet penetrations levels that are still extremely low. We’re really just getting started, and that’s exciting.”

For more information about O3b and its game-changing fiber-like solution lineup, visit www.o3bnetworks.com or contact: getconnected@o3bnetworks.com. ■

Transforming Communications



O3b Networks, first to deliver low latency, high throughput connectivity - enabling true broadband to remote parts of the world.

O3b’s customers are now delivering high throughput, low latency broadband services, enabling:

- **significant increase in customer satisfaction**
- **3G/4G voice and data services**
- **sustainable economic growth**
- **disaster relief**
- **distance education**
- **tele-medicine**

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Philippe Israel, Managing Director, Leading ISP in DRC.



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