



# The Director's Report

From: David Cavossa

January 10, 2005

The Satellite Industry Association (SIA) Director's Report is a weekly executive capsule covering current satellite industry news and events.

Your comments are appreciated. Please contact Josh Guyan at (202) 349-3632.

## Member News

In the aftermath of the terrible devastation in the areas hit hard by last week's tsunamis the satellite industry is lending a helping hand including the donation of satellite equipment, teleport services, commercial satellite imagery, and free satellite capacity. Satellite companies are working with aid organizations such as the Red Cross, World Health Organization, and the United Nations to help in the disaster relief and recovery mission in Indonesia and the most affected areas of the Indian Ocean region. Aid organizations are increasingly dependent upon satellite communications to carry out their jobs. David Cavossa, executive director of the Satellite Industry Association stated "during these times of crisis the satellite industry is well prepared to provide instant telecommunications infrastructure in the affected areas".

Kalpak Gude, vice president for government and regulatory affairs at PanAmSat Corp., has stepped down as Satellite Industry Association (SIA) chairman and Tony Trujillo, executive vice president and chief administrative officer for Intelsat Ltd., was welcomed as new chairman for 2005. The board also elected Joslyn Read, assistant vice president for regulatory affairs at Hughes Network Systems as vice chair and Nancy Eskenazi, associate general counsel of SES-Americom, as treasurer. David Cavossa was re-appointed executive director.

SIA also announced its office has moved to 1730 M Street, Suite 600, Washington, D.C. 20036 which will enable the organization to closely monitor the legislative, regulatory, and administrative events pertaining to the commercial satellite industry.

Inmarsat announced last month the successful trial of Inmarsat's maritime solution Fleet F77 full-featured, high-bandwidth, IP-enabled global satellite system for Hong Kong-based ship management firm Wallem. Installed on an oil tanker, the Inmarsat system has demonstrated how Wallem can seamlessly integrate shipboard systems with headquarters solutions that control procurement and provisioning of all vessels under management. *Courtesy of SpaceDaily.com*

Third-generation wireless chip designs and software for the Defense Department's narrowband satellite communications and joint tactical radios will be ready within about 18 months, InterDigital Communications Corp.'s Rip Tilden said today. Tilden, InterDigital's chief operating officer, said the Valley Forge, Pa., company is designing the 3G wireless technology for General Dynamics C4 Systems of Scottsdale, Ariz., which is part of a multivendor team led by the prime Mobile User Objective System satellite contractor, Lockheed Martin Space Systems of Sunnyvale, Calif. The Navy



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chose **Lockheed** in September for the \$3 billion MUOS deal. The first of the narrowband tactical communications satellites is supposed to launch around 2010. *Courtesy of GCN.com*

**Inmarsat**, the Total Communications Network(TM) via satellite, announced December 20 that it has appointed recently retired **Admiral James O. Ellis, Jr.** as an advisor to its Board. James Ellis was formerly Commander, United States Strategic Command, headquartered at Offutt Air Force Base, Nebraska. He was responsible for the global command and control of U.S. strategic forces while overseeing the deployment and supporting the modernization of the satellite communication network of the Department of Defense.

**SES Americom** announced AMERICOM 10 (AMC-10) and AMERICOM 11 (AMC-11), launched in 2004 as replacement satellites for Satcom C3 and Satcom C4, will be located at 135° and 131° W.L., respectively. Together, these C-band satellites will be home to SES AMERICOM's premier cable neighborhood with access to virtually every cable headend in the United States. Each has been designed to provide advanced C-band digital transmission service. AMC-10 and AMC-11 will offer fully protected distribution of cable television programming both regionally and nationally.

The Department of Defense has awarded **Boeing Co.** a \$143,903,755 contract modification for the U.S. Air Force's Navstar Global Positioning System Block IIF to provide the next generation advanced GPS satellites with enhanced

navigation support for both military and civilian users. According to a DoD statement, this modification consists of exercising the option to begin production of Satellites (Space Vehicles) 07 through 09 and initial funding in calendar year 2005. *Courtesy of SatNews.com.*

Zeus Holdings Limited last Monday named Dave McGlade, the CEO of cellular operator O2 UK, a subsidiary of mmO2 plc, as the new CEO of **Intelsat, Ltd.** The announcement comes two weeks after the U.S. Federal Communications Commission approved the proposed purchase of the satellite company for \$5 billion by Zeus Holdings Ltd., a four-member private equity consortium. McGlade will join Intelsat upon termination of his current commitments at mmO2 plc on 31st March 2005, at which point, Conny Kullman, Intelsat's current CEO, will become chairman of the board of directors..*Courtesy of SatNews.com*

Thursday at the Consumer Electronics Show in Las Vegas, **DirecTV** announced 12 DMAs that will be among the first to receive local channels in high-def sometime in the second half of the year. The first DMAs to receive local HD channels are New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Dallas, Washington, D.C., Atlanta, Detroit, Houston and Tampa. The markets represent nearly 36 million homes, or 32.8 percent of all U.S. TV households. DirecTV said additional markets that will receive local HD programming via satellite this year will be announced at a later date. *Courtesy of SkyREPORT.*



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DataTech Becomes a 'Value-Added Reseller' of DIRECWAY(R) Internet 'High Speed' Bandwidth Services. DataTech International, LLC is a partner with Winegard Company, widely considered an innovator and pioneer in Satellite, Off-Air, Telemetry antenna and mobile reception product design and

manufacturing. DataTech recently entered into an agreement with **Hughes Network Systems** (HNS) to become a 'Value-Added Reseller' (VAR) of Internet 'High Speed' bandwidth services for Fixed/Transportable applications. *Courtesy of tmcnet.com.*

## Other News

### New Presidential GPS Policy Elevates Executive Oversight, Security Issues:

The White House has released a new security-conscious presidential policy on GPS that replaces the Interagency GPS Executive Board (IGEB) with a somewhat higher-level executive committee and outlines a set of measures designed to forestall hostile use of or attacks on the critical national asset. Authorized by President Bush on December 8, the U.S. Space-Based Positioning, Navigation, and Timing Policy document supersedes the eight-year-old Presidential Decision Directive (PDD) on GPS implemented during the Clinton Administration. *Courtesy of GPS World.com*

Satellite imagery company **Orbimage** said that since Dec. 27 it has been dedicating satellite imagery collection time over South Asia for the collection of high-resolution imagery of areas affected by last month's devastating tsunamis. The company said it has been providing daily updates to government officials and aid organizations its imagery collected by satellite after the tsunamis struck, as well as imagery from before the events. *Courtesy of SkyREPORT.*

**XM Satellite Radio** said Wednesday it has signed up more than 3.2 million subscribers, representing more than 1.8 million net additional subscribers in the year 2004. "During the fourth quarter of 2004, XM added more than 700,000 customers -- our best quarter ever. More than 50,000 subscribers signed up for XM on Christmas Day, the biggest single day of activations in the history of the company," said Hugh Panero, XM CEO and president. *Courtesy of SatNews.*

**Sirius Satellite Radio** has selected Windows Media Video 9 for use in Sirius' mobile video platform and has reached an agreement with Microsoft to collaborate in the further development of video applications. Sirius said it plans to offer a video service in the second half of 2006, and expects to devote 2-3 channels of premium video content designed primarily for children.

Announcing a breakthrough in mobile computing and communications, **RavSat, Inc.**, a developer of mobile video receiving systems, introduced Friday the world's first vehicle-based satellite antenna providing in-motion, high-speed Internet access to motorists, including emergency personnel, riding in cars, trucks, or motor



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homes. The new SpeedRay 3000 is based on an enclosed low-profile, roof-mounted antenna, which turns any vehicle into a rolling "hot spot," enabling Internet access to laptops, PDAs, or other devices equipped with Wi-Fi wireless networking technology.

## FCC News

A report released Wednesday by the Federal Communications Commission found that consumers view satellite TV as a good substitute for cable when looking for a higher quality of service or when they face large cable price increases. But the study, done by the FCC's Media and

International bureaus, found that some factors - such as the availability of regional sports networks - could end up becoming a positive for cable operators. *Courtesy of SkyREPORT.*

### Upcoming SIA Meetings and Events

**January 12, 2:00pm – SIA Export Working Group Meeting @ SIA 1730 M. Street, Suite 600, Washington, DC**

**January 16-19 – Pacific Telecommunications Conference in Oahu, HI [www.ptc.org](http://www.ptc.org)**

**January 17, 1:00pm – SIA Co-Moderates the Satellite CEO Supersession at PTC**

**January 26, 2:00pm – Regulatory Working Group Meeting @ SIA 1730 M St., NW, Suite 600 Washington, DC**

**January 28, 10:00am – SIA Government Services Working Group meeting @ SIA**

**January 31, 2:00pm – SIA Trade Working Group meeting @ SIA**