



The Director's Report

From: David Cavossa

April 5, 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

Hughes Network Systems, Inc. (HNS), announced that the company is providing USA TODAY with DIRECWAY[®] Multicast Services, enabling USA TODAY to deliver its newspaper with customized regional advertising and updated editorial content to 41 printing presses at 36 print sites across the United States, enabling USA TODAY to put the newspaper in readers' hands before 6 a.m. local time.

A team from **Inmarsat**-sponsored aid agency, Télécom Sans Frontières (TSF), is now providing essential emergency communications support for the quake-hit island of Nias where hundreds are feared to have died. A small TSF team traveling from TSF's headquarters in France has been equipped with six Inmarsat mini-Ms and two GAN terminals to help the local authorities and non-governmental organizations (NGOs).

The Alaska Department of Interior has awarded a contract to Infosat Communications to establish an automatic tracking system for aircraft using the **Iridium** satellite network for air-to-ground data links. Currently, 28 aircraft are being equipped with satellite data terminals compatible with the U.S. Forest Service & Department of the Interior's web based tracking system. These terminals will provide automatic inflight tracking of the aircraft using Iridium's short-burst data (SBD) service. The system will provide for automatic recording of routes and

mileage for government owned and operated aircraft within the State of Alaska.

The National Aeronautics and Space Administration (NASA), Jet Propulsion Laboratory and **Lockheed Martin** mark another significant milestone in the Mars space exploration program as Lockheed Martin delivered the vehicle that will launch the Mars Reconnaissance Orbiter mission to Mars. The Atlas V, designated AV-007, arrived at Cape Canaveral Air Force Station, Fla., where the launch team will now begin preparations for the August 10 liftoff.

XTAR announced that XTAR-EUR, the world's first satellite developed for commercial X-band services, has completed its in-orbit testing and is now fully operational. The Spanish Ministry of Defense (SMOD), XTAR's first customer, will soon begin operations on its 238 MHz of X-band capacity on XTAR-EUR. The SMOD will continue to use XTAR-EUR until its primary satellite, SPAINSAT, enters service. Built by **Space Systems/Loral** (SS/L), XTAR-EUR was launched February 12, 2005 aboard an Ariane 5 ECA rocket. Located at 29 degrees East longitude, the satellite provides X-band coverage from Eastern Brazil and the Atlantic Ocean, across all of Europe, Africa and the Middle East to as far east as Singapore.



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SES AMERICOM announced its DEMAND Networks has moved INHD Networks and on-demand content delivery to its AMC-10 satellite. The multi-year, multi-million-dollar agreement for a full transponder of capacity makes DEMAND the latest resident of HD-PRIME, cable's most advanced, two-satellite neighborhood designed to deliver new services like HD and VOD to digital homes across the nation.

Mobile Satellite Ventures (MSV) will launch the compact new DT-100 Dispatch Radio push-to-talk handset at IWCE 2005 being held April 4 – 8, 2005 in the Las Vegas Convention Center. The new handset was developed in response to the demand the company is facing for its Dispatch Radio Service. Public safety and first responders have recognized the advantage of incorporating satellite services as a part of their communications networks and are adding MSV services in record numbers. Designed for use with MSAT Terminals, the compact new DT-100 Dispatch Radio push-to-talk handset is lightweight and offers a large LCD display, keypad and digital backlight control and cable integral with handset casing.

The **Intelsat** Americas-7 (IA-7) and Intelsat Americas-13 (IA-13) satellites have been selected to provide expanded North American distribution of niche foreign language cable programming for Genesis Networks, an emerging provider of next-generation global video transmission services to major broadcasters. Genesis Networks will utilize the Intelsat Americas fleet, as part of its hybrid network, to provide end-to-

end solutions in the video transmission market.

SES AMERICOM together with Comcast Media Center (CMC), a business unit of Comcast Cable that operates a state of the art HDTV content production and network origination facility, launched a comprehensive package of HDTV production, origination and transmission services designed to foster the development of HD content for the rapidly growing HDTV market in the US. The companies announced the joint marketing agreement in conjunction with the NCTA National Show, currently underway in San Francisco, where a broad range of cable operators and content providers can review the new suite of services in their respective exhibit areas.

Eutelsat's ATLANTIC BIRD™ 3 satellite, located at 5 degrees West, has been selected to deliver to broadcast transmitters the five new digital terrestrial multiplexes, which will start commercial service in France on 31 March. The 5 degrees West location has been used to deliver France's analogue terrestrial TV channels to French transmitters since 1985.

Iridium Satellite announced that Caribbean Sun and Caribbean Star Airlines will join the growing number of regional airlines to equip their fleets of DHC-8-100/300 series aircraft with AeroMechanical Services (AMS) AFIRS™/UpTime™ satellite communication systems for flight data and voice communications. AMS will install the systems on eight Caribbean Sun aircraft and ten Caribbean Star aircraft.



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Connexion by Boeing wants to turn your on-plane boredom and downtime into productive time by pumping in a high-speed broadband Internet connection via satellite. The service is so far live on certain planes and routes from **Lufthansa**, **Singapore Airlines**, **SAS**, **ANA**, and **Japan Airlines**, with **China Airlines**, **El Al**, and **Korean Air** coming this year. **British Airways** has signed a letter of intent but has no timeline on adding service. Lufthansa has Connexion reliably on about 13 cities in North America to and from Germany, while SAS has committed to Connexion on all flights to and from Seattle.

Other News

During its first six months of operation, the **Network Centric Operations Industry Consortium** (NCOIC) has grown from 28 to 62 members, more than doubling its size. Formed in August 2004, the NCOIC is committed to creating an industry approach to a common technical framework that enables all systems to participate in a global networked environment. Today more than 250 employees from this coalition are working on behalf of the NCOIC, and the first elements of this technical framework are expected to be available later this year.

Canada's satellite operator **Telesat** and **Barrett Xplore Inc.**, a Canadian wireless broadband service provider, have announced a multi-year distribution contract that will deliver a whole new level of communications connectivity to Canadians in rural and remote communities. The agreement names Barrett as a national service provider for a new satellite broadband service operating

Northrop Grumman Corporation's AstroMesh deployable reflector system successfully deployed aboard the **Inmarsat** Limited I-4 satellite launched March 11 from Cape Canaveral, Fla. On March 25, following a release command by ground controllers, the nine-meter (30-foot) diameter AstroMesh furlable mesh reflector and boom support system successfully deployed. Further radio frequency testing will confirm that the shape and pointing of the reflector are as expected.

on Telesat's Anik F2 satellite. Telesat's Ka-band technology delivers always-on, always-ready high-speed Internet connectivity anywhere in Canada, regardless of where users live. *Courtesy of SatNews Daily.*

Cablevision Systems Corp. founder Charles Dolan has asked the Federal Communications Commission (FCC) to block the company's \$200 million sale of a broadcast satellite to EchoStar Communications. According to a *Wall Street Journal* report on Wednesday, Dolan, in an effort to keep his Voom satellite service operating, has told the FCC that he is in the process of making a \$400 million personal commitment to the business. The report also said Cablevision is in discussions with a group of private equity firms led by Kohlberg Kravis Roberts & Co. about possibly joining their bid for Adelphia Communications Corp., which is in the final stages of being auctioned. *Courtesy of SatNews Daily.*



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Upcoming SIA Meetings and Events

April 4-8, National Space Symposium @
Broadmoor Hotel, Colorado Springs,
www.spacefoundation.com

April 7th, 5:00-7:00pm - SIA/AIAA Hill
Reception, *Network Centric Warfare*, "Bringing
The GIG To The Foxhole" @ Dirksen Senate
House Office Building on Capitol Hill, for more
details please call Mike Beavin, 202 349 3652 or
Rsvp@sia.org

April 19th 12:00-1:00pm AIAA/SSPI/WIA
Luncheon: "Post Tsunami Lessons Learned –
Earth Observation and Disaster Relief– PART I",
2325 Rayburn Building

May 31-June 2 – SIA sponsored 2005
**International Satellite and Communications
Exchange (ISCe)** Conference @ Long Beach Hyatt
Regency Hotel www.isce.com