



The Director's Report

From: David Cavossa

September 8, 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 Cindy Spiers at (202) 349-3632.

Member News

Northrop Grumman will contribute an initial \$2 million for relief assistance. Northrop Grumman also plans to match, dollar for dollar, employee contributions made to its new Northrop Grumman Employee Disaster Relief Fund.

Lockheed Martin established the Lockheed Martin Hurricane Katrina Employee Assistance Fund and has made an initial \$1 million contribution. This contribution is in addition to the one Lockheed Martin made earlier in the week to the American Red Cross Hurricane Katrina Relief Fund.

GlobalStar and **Iridium** have sent tens of thousands of satellite phones to the affected region. There has been a reported 3000 percent increase in traffic on the networks since the disaster. **Mobile Satellite Ventures** (MSV) has reported similar increases in traffic after the hurricane. The National Guard, the American Red Cross, federal, state and local government, reporters and utility workers are using satellite phones to communicate. USA Today reported that about 130 workers from Tampa Electric used satellite phones when they were sent from Florida to aid in the repair efforts in New Orleans. Keith Sims, Tampa Electric's company chief told USA Today, "Cell phones don't do much good after a hurricane. The (satellite phones) have worked excellent, even better than some of the cell phones."

The US Army is relying on **Inmarsat** GAN equipment to overcome the loss of conventional communications. Colonel James Hickey, chief of staff for the First US Army was quoted as saying, "One of the things we learned last year with the series of hurricanes that passed through Florida was the need for satellite communications."

The American Red Cross deployed satellite communications to the areas hit by Hurricane Katrina, including satellite phones, satellite dishes and specially equipped satellite trucks. The trucks have generator-equipped VSAT satellite dishes that can help establish communications in the absence of working phone lines and cell phone towers. **Intelsat** is supporting the Red Cross, FEMA, the National Guard and the Department of Defense with FSS capacity, providing extra transponder space for rescue worker communications and evacuees' phone calls.

Stratos Global Corp. is teaming up with its partner **Inmarsat** to provide free-of-charge satellite-based communications services to these agencies in areas impacted by the storm, and to the staging areas where relief workers are concentrated.

XM Radio announced that its Canadian partner, Canadian Satellite Radio, will provide French content for French-speaking Louisianaans via XM's New Orleans emergency information channel.



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Google announced it has updated its online Google Maps with post-Katrina satellite imagery, which is being used by a number of relief sites. The National Geospatial-Intelligence Agency (NGA) analyzes data from **Orbimage**, **DigitalGlobe**, and **Space Imaging**, as well as government satellites, and provides the information to FEMA to help FEMA gauge damage and focus resources. NGA officials said that imagery from space will be key to assessing damage and coordinating rebuilding efforts.

Mobile Satellite Ventures (MSV) introduced the new MSAT-G2 Mobile Satellite Radio during APCO International 2005. The MSAT-G2 two-way radio was developed to address the increasing needs and demands of public safety and emergency response personnel, which include: interoperability with Land Mobile Radio systems; access to multiple agencies and talk groups; as well as GPS, which enables emergency management coordinators to know the exact location of their people.

Several offices at the **FCC** stayed open throughout the long Labor Day weekend to provide emergency telecommunications service authorizations to providers related to Hurricane Katrina relief efforts. The FCC had already granted numerous special temporary authority (STA) notices to help broadcast, wireless, wireline and satellite providers initiate emergency procedures and use emergency frequencies and facilities to resume operations.

Hughes Network Systems, LLC (HNS) has signed an agreement with **Denny's, Inc.** to provide **DirecWay** satellite broadband service to 550 corporate restaurants. HNS said Denny's is one of the first HNS customers to take advantage of HNS' recently announced new

standardized service plans.

PanAmSat announced that India's Zee Network has signed a multi-year agreement to bring its five-channel offering to the South Asian population in Australia and New Zealand. The programming will be delivered on the PanGlobal Platform via PanAmSat's PAS-8 Pacific Ocean Region satellite. PanGlobal TV offers 24 channels of multi-ethnic programming available to subscribers through the direct-to-home platform (DTH).

PanAmSat also signed an agreement with Mexico's Department of Transportation and Communications to expand e-Mexico, a program to deliver high-speed digital technology and Internet service to the entire Mexican population.

SES Americom launched IP-PRIME, a centralized, satellite delivered IPTV distribution solution enabling telcos to bundle traditional standard and HD television programming with their voice and broadband service. The **National Rural Telecommunications Cooperative (NRTC)**, which serves rural and independent telephone operators in a market of more than 10 million homes, has signed a preliminary agreement to initiate trials of the new service early next year.

The **Sea Launch Company** has signed an agreement with **PanAmSat** for the launch of the Horizons-2 satellite, a 50/50 joint venture between **PanAmSat Corp.** and **JSAT Corp.** and the second commercial mission scheduled to fly on the Land Launch system from the Baikonur launch site in Kazakhstan. The **Orbital Sciences Corporation** built STAR-2 spacecraft will be located at 74 degrees West Longitude. The Horizons-2 is a new high-powered Ku-band satellite that will support services



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ranging from digital video, high-definition television (HDTV) and IP-based content distribution networks to broadband Internet and satellite newsgathering services in the U.S. market.

DirectTV plans to launch its next satellite in the 2nd quarter 2007. **International Launch Services** (ILS) will launch the **Boeing** 702 model spacecraft from the Baikonur launch site in Kazakhstan using its Russian-build Proton/Breeze M rocket. The new satellite will join **DirectTV's** Spaceway 1 and 2 satellites to expand their Ka-band HDTV capacity.

XM Radio has signed the Ellen DeGeneres Show, the Tyra Banks Show, Food Network and HGTV for a new women's talk channel, Take Five, which will launch in October.

Eutelsat Communications, which controls the largest European satellite operator, is set to hold an initial public offering, having registered with the French market regulator. **SES Global** is currently the world's largest operator with about 35 satellites. The chief executive of SES, Ferdinand Kayser, said last month that he might consider buying Paris-based Eutelsat, the world's third-largest operator, with 23 satellites. Eutelsat was set up in 1977 to develop satellites to handle broadcasting and telecommunications. It reaches almost 120 million homes in Europe, North Africa and the Middle East.

Other News

Sirius Satellite Radio has launched its first wearable satellite radio, the Sirius S50, which allows users to capture and store up to 50 hours of Sirius content, or a

mix of Sirius programming and MP3/WMA files, enabling listening on the go. The Sirius S50 is scheduled to be available at retail this October. The Sirius S50 measures just 1.9 by 3.9 inches and 0.7 inches thick, and includes a full color display, sleek black exterior and voice-assisted channel navigation.

EchoStar Communications Corp. and its **DISH Network satellite TV** service have unveiled a new feature that will give customers the ability to watch six TV channels and use an interactive menu, all at the same time. EchoStar said the mosaic of six networks and interactive channels on DISH Home, Ch. 100, is a convenient way for subscribers to watch and interact with their TV. Dish Network pioneered the interactive mosaic -- six mainstream TV channels integrated with interactive features -- during the 2004 Summer Olympics and again for the 2004 Presidential Elections.

Globecomm Systems Inc. has received a fourth award under an indefinite delivery/indefinite quantity (IDIQ) contract from a U.S. Government customer valued at \$1.1 million. Globecomm recently announced a similar award under this multi-year contract vehicle and has now received four awards in the past twelve months.

The Iraqi Telecom & Post Co. (ITPC) has extended to one-year its contract with **Globecomm Systems Inc.** to provide international voice services for ITPC. Globecomm Network Services Corporation (GNSC) is the primary service provider for the ITPC and has been carrying their international voice traffic for the past eighteen months and the two companies are working closely to expand the ITPC network.



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General Dynamics C4 Systems, a business unit of General Dynamics, said it has received an \$8.9 million delivery order from the United States Air Force Special Operations Command for 1,402 AN/PRC-112G combat search and rescue (CSAR) radios, bringing the total number of HOOK2(TM) GPS CSAR radios sold to more than 16,000 units worldwide. The AN/PRC-112G, the latest in the General Dynamics family of CSAR radios,

provides terminal guidance, encrypted two-way messaging, satellite communications and GPS-location capabilities to ensure quick, secure location and rescue of downed aircrews and other forces. General Dynamics said its latest generation of the company's CSAR radio is interoperable with search and rescue equipment common to other coalition partners and with other GD survival radios.

Upcoming SIA Meetings and Events

September 13, 2:00pm—SIA Regulatory Working Group Meeting

October 5th, 2:00pm— SIA Regulatory Working Group Meeting with FCC International Bureau

November 15-18 - SIA Hosted DoD Fixed/Mobile Commercial Satellite Communications (SATCOM)Users Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details.

November 16th - SIA Hosted Civil Government Commercial SATCOM Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details.

December 13-16 – SIA Hosted ITU International Satellite Workshop, FCC, Washington DC. Contact SIA for details.