

STV Cameroon on SES NEW SKIES NSS-7 satellite

THE NETHERLANDS

SES NEW SKIES, is pleased to announce that Cameroon's leading media company, SPECTRUM GROUP, has launched its two free-to-air TV stations STV1 and STV2 on the NSS-7 satellite. Located at the orbital location of 338° East, NSS-7 can provide high-power Ku-band coverage of West, Central and Southern Africa.

The launch of STV1 and STV2 on NSS-7 enables the SPECTRUM media group to simultaneously deliver two broadcasting signals nationwide throughout the territory of the Republic of Cameroon both for direct reception on 95 cm dishes and for re-broadcast via its terrestrial VHF transmission towers to a potential audience of over 17 million inhabitants.

The NSS-7 satellite platform enables STV to better deliver its diverse free-to-air blend of programming 24 hours a day on STV1 (youth, music, urban and entertainment) and STV2 (generalist, including live original news and events, quality entertainment, movies, sitcoms, documentaries, cultural shows, youth programming, educational and infotainment content)

Colin Mukete, Chairman & CEO of the SPECTRUM

GROUP, inaugurating the new installations said: "The uplinking of STV to NSS-7 is a new major step towards achieving our ambitious and laudable goal to keep on providing first class video entertainment to ever wider audiences, using the latest and most advanced technologies to the complete satisfaction of our growing viewership."

Jean-Pierre Kabanda, Di-

rector of Sales for Africa at SES NEW SKIES said, "SES NEW SKIES is pleased to welcome a major African private broadcaster and to earn the confidence of SPECTRUM TELEVISION in helping them reach new audiences for their popular English and French language programming."

STV Director General Mactar Silla remarked: "STV is

proud to reach an increasing number of households all over Cameroon, but also in Central and West Africa. STV is now in a better position to show and share its wide range of exciting programming, thus offering more opportunities to local talents, advertisers, sponsors and audiences while contributing to the promotion of Cameroon and the African culture." ●

Sea Launch signs Satellite Repurpose Agreement with SES

Sea Launch Company has entered into an agreement with SES to use the Land Launch vehicle, initially slated to launch the AMC-21 communications satellite, for the launch of another, yet to be determined, satellite of the SES group, planned in the mid-2009 time-frame.

"We are pleased to offer this contract flexibility to SES so that we can support their future fleet development requirements," said Rob Peckham, President and General Manager of Sea Launch. "We look forward to working with SES on this mission and genuinely appreciate their confidence in us and in our system. Our team is demonstrating continuous progress toward the introduction of the new Land Launch service."

Land Launch will use a Zenit-3SLB vehicle to launch this medium weight satellite into geosynchronous transfer orbit from the Baikonur Space Center in Kazakhstan. Both the satellite and the launch vehicle will be integrated and launched from the Zenit processing and launch facilities at Baikonur.

Based on the collaboration of the Sea Launch Company and Space International Services (SIS), of Moscow, Land Launch is designed to meet the launch needs of an emerging market for dedicated commercial launches in the medium spacecraft mass range. Sea Launch and SIS provide commercial customers with mission management. SIS is also responsible for hardware production and launch operations. For additional information, please go to: www.sea-launch.com/land-launch/index.html

Arqiva keeps CNBC News up to date across Europe

UK

Arqiva has extended its contract with CNBC Europe, the leading pan-European business and financial TV network, to provide a satellite communications system to link up six of its major European studios. The studios in Brussels, Frankfurt, Zurich, Amsterdam, Madrid and Oxford will be connected via a VSAT (Very Small Aperture Terminal) network, enabling live video contribution feeds to be viewed during CNBC news broadcasts. Arqiva's solution enables CNBC correspondents to carry out

'down the line' TV interviews from their individual studios for distribution to viewers across Europe without the need for permanent infrastructure.

The VSAT network works by connecting each of CNBC's European studios to Arqiva's UK teleport. The transmissions from the CNBC studios go via the Telstar 12 satellite to Arqiva's teleport for onward distribution via fibre to CNBC's London headquarters. The network will be controlled remotely by the CNBC team in London, enabling

the broadcaster to switch seamlessly between locations.

John Turner, director of operations at CNBC Europe said, "Keeping our viewers up-to-date in a rapidly changing market requires constant communication with our colleagues across Europe. Arqiva has worked closely with us to gain a real understanding of our needs and their solution allows us total flexibility and complete control of our output."

Chris Walder, senior sales manager for news and sport at

Arqiva added, "We are delighted to continue our association with such an internationally-renowned broadcaster. The VSAT network offers a simple and flexible solution, enabling CNBC to focus on delivering the news to their viewers promptly and accurately." ●

News Coverage

To be included in the news section of the magazine please contact the Editor.

Globecomm expands reach of SatCell mobile network solution

USA

At CTIA Wireless 2007 in Orlando, Florida, Globecomm announced the expansion of its award-winning SatCell service platform to new geographic markets and its extension into CDMA as well as GSM technology. From its satellite hub on the East Coast of the United States, Globecomm can now provide SatCell service to GSM and CDMA markets throughout Western Europe, the Middle East, Africa, the Caribbean and Latin America.

SatCell is a trio of managed network solutions for mobile, each combining systems and services backed by Globecomm's network management team of nearly 100 engineers and extensive expertise in satellite telecommunications.

SatCell EXT extends an existing mobile network into new markets at a fraction of the cost of terrestrial infrastructure by deploying mobile base stations with built-in satellite antennas, providing satellite connectivity, and integrating the base station traffic into the carrier's base station controller.

SatCell HST combines hosted switching and satellite-linked base stations to enable new networks to start earning revenue now, while deferring investment in carrier-class switches and fibre backhaul. SatCell HST provides the mobile base stations, satellite connectivity, and hosted provisioning, switching and advanced services from Globecomm's Mobile Switching Center (MSC), as well as least-cost routing of international calls. Mobile SatCell HST terminals are also available for fast restoration of base stations outages due to natural or manmade disasters.

SatCell OVL provides a satellite-based overlay to an existing network that overcomes barriers to service expansion and the introduction of new features, while extending business continuity protection across the network. SatCell OVL provides mobile base stations and satellite

connectivity to a dedicated overlay switch installed either at the carrier's facilities or Globecomm's MSC, as well as seamless integration into the carrier's OSS.

Award-Winning Technology

In 2003, Globecomm received a GSM Association award for the demand-assigned mesh network technology that has become SatCell. According to Globecomm Vice President Stephen Yablonski, SatCell technology optimizes mobile signaling and backhaul traffic for satellite transmission as IP, using a hybrid architecture customized to a network's traffic volumes and patterns. It enables the prioritization of traffic, a dynamic sharing of bandwidth among base stations, and deployment of higher-order modulation where needed. The result is a significant reduction in the bandwidth required to connect base

stations.

"The cost of bandwidth is the single biggest factor in the recurring cost of carrying voice traffic by satellite," said Yablonski. "With SatCell technology, we achieve as much as a 48x reduction in the bandwidth needs for mobile backhaul. With satellite bandwidth costing \$3,000 per MHz per month, that means SatCell technology can carry a single erlang of traffic for less than US\$50 per month."

Explaining the structure further, Yablonski noted that, initially, each additional erlang will add \$50 to the monthly cost. However as volume rises, Globecomm refines the network architecture to further drive costs down to less than \$25 per additional erlang of traffic. As volume increases further, one can easily calculate the point at which growing revenues justify converting the cell to fibre backhaul, or investing appropriately in capital

enhancements to further reduce operating costs.

Expert management and integration

Continuous monitoring and management of the satellite links is key to achieving the high bandwidth efficiency of SatCell. "As traffic volume and patterns change," said Mr. Yablonski, "Globecomm's technicians adjust traffic prioritization, bandwidth-sharing and modulation schemes from our Operations Center. This lifecycle support keeps the satellite channel running at peak efficiency."

SatCell's IP technology integrates smoothly with base station transceivers, base station controllers, switches and OSS from all major vendors. Globecomm has nearly five decades of experience in the design, engineering and integration of systems from the world's leading providers. ●

Three TBS channels join Eutelsat KabelKiosk platform

FRANCE

Turner Broadcasting System, Inc. (TBS, Inc.), a major producer of news and entertainment product and the leading provider of programming for the basic cable industry, has selected Eutelsat Communications to supply capacity and services for delivering three of its flagship entertainment channels.

Eutelsat is providing TBS with a comprehensive broadcasting package which includes multiplexing, encryption and uplinking as well as transmission to cable markets in continental Europe. Signals are taken from the TBS playout centre in London and delivered by fibre to Eutelsat's Rambouillet teleport via a PoP in Telehouse N, London. At Rambouillet, the channels are encrypted, placed into a DVB multiplex for the

KabelKiosk platform and transmitted by satellite to cable headends.

Broadcasting with English and German soundtracks, the three TBS channels benefit from privileged access to more than 170 regional cable network partners in Germany, Austria, Switzerland and Luxembourg who offer their subscribers the KabelKiosk channel product, which is commercialised by Eutelsat's German subsidiary. Delivered to cable networks by Eutelsat's ATLANTIC BIRD™ 2 satellite, KabelKiosk offers cable homes more than 60 channels, including 30 channels broadcasting in nine languages for international communities, as well as live coverage of Germany's Bundesliga football matches.

"We are pleased to partner

with Eutelsat, who is not only a leading provider of satellite capacity but also offers a one-stop shop package for reaching cable networks in which all our three channels are distributed," says Michael G. Riley SVP and General Manager Germany, Northern Europe, Middle East and Africa of Turner Broadcasting System.

Olivier Milliès-Lacroix said: "We are delighted to have won the confidence of TBS to provide a turnkey solution for delivering three of their prime channels from their London studios to cable homes in continental Europe. Their addition to the KabelKiosk package is an invaluable contribution to the portfolio of children's and family entertainment networks we can offer to cable homes in continental Europe." ●

C2SAT introduces new stabilised 4 axes VSAT antenna

SWEDEN

C2SAT formally introduced its new Stabilised 4 Axes 1.2 m VSAT antenna at Satellite 2007. The new antenna constitutes the first product in a series of stabilised satellite terminals based on the same mechanical rig, where the high performance inherent to the patented design produces a competitive edge for a range of transponder frequencies and satellite dish sizes.

Best-in-class accuracy

When in motion, the system achieves superbly high 0.1 dB satellite tracking accuracy, which is comparable to a terrestrial satellite antenna. The high tracking accuracy is a result of the system's gradient tracking method, a predetermination

tracking parameter and the 4 Axes design, where the fourth axis refers to the cross-level elevation. Higher accuracy results in improved availability, more efficient use of shared lines and network bandwidth, lower transmission power, and wider operational area in the satellite footprint. It also permits equally perfect communication whilst operating under severe and harsh conditions.

Fast and more robust system

The system is faster due to the gimbal design with AC servo motors on each axis, and the gradient satellite tracking method on all 4 axes. Where competing systems need minutes, the system locks on the

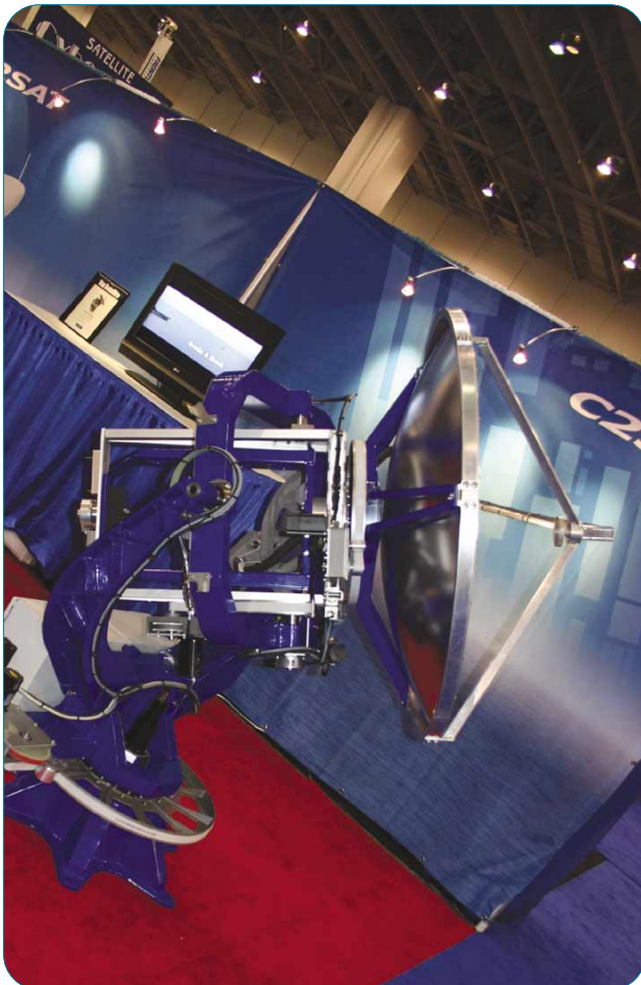
satellite within 6 sec acquisition time, starting from its parking position. This also speeds up the transition from one satellite to another and results in extremely fast recovery time. Because the gimbal design excludes the balancing counter-weights usually necessary in centre pole-based systems, the servo motors on the axes are subjected to less torque. This also leads to lower stress on the mechanical rig. The construction is ruggedized and designed to meet US MIL-standards, including shock, vibration and EMC.

Always on

Other maritime systems commonly experience sync losses, down-times and restarts when a vessel rolls back and forth and the satellite is located in zenith, or when an object such as a

ship's mast or a dense thunder-cloud interferes with the signal-based satellite tracking method. C2SAT's 4 axes design combined with the predetermination tracking parameter keeps the antenna targeted at the satellite at all times, whether or not the satellite is in line of sight. This is key in providing truly reliable Satcom services that are "always on, not almost always on".

"In addition to the superior performance of the system, customers wanting to simplify the service and maintenance endorse our modular approach and easily accessible construction" says Fredrik Hånell, CEO of C2SAT. "The system has proven itself in customer tests and trials, and judging from the commercial response we get it clearly fulfils a previously unsatisfied need in the market." ●



SATLYNX becomes a General Electric Company

Following the recent closing of a transaction between GE (a diversified technology, media and financial services company) and SES (the world's pre-eminent satellite group), Satlynx is now a subsidiary of GE. The transaction has resulted in an exchange of GE's entire shareholding in SES for a company, GE International Holdings, which includes Satlynx.

Satlynx, a leader in satellite telecommunications in the EMEA region, has for the first time full independence from satellite operating companies and equipment vendors and is free to pursue its supplier neutral strategy of offering the best solution to fit its customers' requirements. "The last few years under the parentage of the SES group have been significant in the development of the Satlynx business but now we look forward to a new chapter within GE where the benefits to our company and our customers will be many-fold", said Paul Heinerscheid, President and CEO Satlynx, "Being a part of a such an impressive group, with its global reach, stability and presence in multiple industrial sectors, will inspire confidence and trust in Satlynx as it enters new markets."

"Headquartered in Luxembourg, we have offices across Europe and two key teleports in Backnang, Germany and Leuk, Switzerland that have been in operation for more than 33 years. It is particularly important that GE will enable us to progress to the next stage in our strategy to fuel growth in these teleports through addressing a wider global audience", continued Mr. Heinerscheid. "Growth will mean greater operational efficiency and long term stability for both the business and our employees in these locations".

SES Astra launches innovative broadband satellite service

LUXEMBOURG

SES ASTRA has launched its innovative broadband satellite service ASTRA2Connect with Filiago as an anchor customer in Germany. Both companies presented their cooperation at the international computer trade show CeBIT in Hannover. Filiago will market the broadband internet access service to end customers in Germany especially in regions without terrestrial broadband access. The satellite-based DSL infrastructure is the only possibility for these regions to access highspeed DSL-internet, thus preventing a "digital divide" for homes in the countryside.

According to official data from the German Ministry for Economy and Technology at least 2.9 million German homes still do not have any access to Broadband Internet.

The end user equipment - necessary to use the service - consists of an interactive satellite antenna as well as a low-cost and easy-to-install satellite modem.

The costs for the internet access range from 19.95 Euro to 49.95 Euro for a 256 kbit/s, 512 kbit/s or 1024 kbit/s flat rate plus a registration fee of 99.95 Euro.

The hardware equipment can be either purchased for 319.95 Euro or leased for 9.95 Euro per month.

ASTRA2Connect will also support Voice over Internet Protocol (VoIP) services. It uses advanced technology which has been developed in cooperation with Newtec in Belgium and the European Space Agency (ESA).

ASTRA2Connect mainly targets homes in Germany and the

rest of Europe which cannot easily get terrestrial or cable broadband internet services. The new product is currently offered by SES ASTRA on a wholesale basis to large European service providers such as telecommunication operators, internet service providers and broadband operators that target the residential and small enterprise markets.

SES ASTRA will introduce ASTRA2Connect in the very near future also in other European countries, where SES ASTRA is negotiating with several resellers.

"Together with Filiago, we will bring a highly innovative product to the German market that provides broadband internet access to everyone in Germany at an affordable price", says Alexander Oudendijk, Chief Com-

mercial Officer of SES ASTRA. "ASTRA2Connect is an impressive proof of the technological advantages of satellite broadband services for rural areas and a further step for SES ASTRA to deliver dual- and triple-play services by satellite to the German and European markets. With this product and through the cooperation with Filiago, households all over Germany will be able to benefit from an affordable and always-on two-way internet connectivity."

Utz Wilke, Managing Director of Filiago, says: "In areas without DSL coverage customers are now offered an attractive solution at costs which are comparable with DSL. Astra2Connect is easy to use and compatible with any operating system, which makes the offer even more compelling." ●

MultiChoice selects Intelsat to support South African mobile broadcast TV trial

SOUTH AFRICA

Intelsat has announced that MultiChoice, a leading South African direct-to-home (DTH) television provider, selected Intelsat to support its mobile broadcast TV trial in the metropolitan areas of Johannesburg, Soweto, Pretoria and Cape Town. The trial seeks to refine the transmission of Digital Video Broadcasting to Handheld (DVB-H) technology as well as understand more about the viewing patterns and content preferences of subscribers for mobile TV.

From its headquarters in Randburg, South Africa, MultiChoice is uplinking 10 to 12 trial channels of sports, entertainment, news, music and specially developed "made for mobile" content to Intelsat's IS-902 satellite, which then distributes the content to multiple terrestrial transmitter sites throughout the trial region.

"MultiChoice has always been at the forefront of technological developments, and though mobile broadcast TV is in its infancy, we believe that there will be a growing demand for it in South Africa in the near future; especially in light of the 2010 World Cup," said Gerdus van Eeden, MultiChoice Chief Technology Officer. "Intelsat has long partnered with us in the expansion of our services, and we are confident that its network will continue to support us as we develop our mobile TV platform," he concluded.

Stephen Spengler, Senior Vice President, Europe, Middle East, Africa and Asia-Pacific Sales, stated, "We are proud to work with MultiChoice on this important trial. Enabling innovative applications is an essential aspect of Intelsat's strategy to create customer value and to grow demand for satellite-based

services. This project represents Intelsat's third mobile video application, as we are supporting

systems that are in commercial deployment in Europe and in the United States." ●

AAE awarded disaster response contract

AAE Systems, Inc. (AAE), a satellite-based equipment manufacturer and turnkey communication solutions provider, has won a contract to deliver up to thirty disaster response vehicles to a customer in the Middle East. The vehicles, equipped with advanced integrated communications facilities, will support and maintain communications connectivity in even the most remote regions or under catastrophic conditions. Power and cooling systems are also integrated. Each vehicle, equipped with an acquisition antenna, SCPC and MF-TDMA DAMA modem, supports applications such as data and voice connectivity, video conferencing and streaming, video surveillance, Wi-Fi, and IP-PBX. The communications systems include GSM, VHF/UHF Land Mobile Radio, and HF. As a result of the UHF/VHF ground-to-air and air-to-ground capabilities, the vehicles facilitate relief work by allowing coordinated efforts between ground and air units. The various vehicular systems are integrated via a radio-telephone interoperability platform and wide area connectivity is achieved via a satellite link to the main operations centre.

William Shernit joins Intelsat General Corporation

US

William Shernit has been named President and CEO of Intelsat General Corp., a wholly-owned subsidiary of Intelsat Ltd., with the aim of leveraging the world's largest satellite fleet to deliver assured communications and integrated, satellite-based solutions to US Federal, other government and commercial customers.

Mr. Shernit joins Intelsat General as the Company emerges from a period of rapid growth and consolidation fuelled by recent acquisitions and mergers. A seasoned executive and national security expert, he plans to apply his experience with complex intelligence and defence systems to integrate the combined capabilities and best-of-breed cultures of the legacy companies. He intends to strengthen Intelsat General with

a focus on growth from traditional satellite communications services to US government agencies and NATO forces around the globe, as well as future satellite-based systems and solutions.

"Intelsat General is well positioned to be a key player and to partner with its customers in the nation's efforts to define and bring assured communications technology to the war on terror, disaster relief, and a broad range of other government and commercial activities," Mr. Shernit said. "The Company represents high degrees of both service and innovation in government satellite systems, which will serve as a foundation for our future."

Mr. Shernit comes to Intelsat General after serving over 15 years as President of BAE Systems Information Technology.

During his tenure, employees grew from fewer than 200 to over 4,500 as BAE-IT enjoyed a track record of continuous year-over-year profitable growth. In 2006, Computerworld magazine ranked BAE Systems as one of the 100 Best Places to Work in information technology.

Before joining BAE Systems, Mr. Shernit served as vice president for business development for the Perkin-Elmer Corporation's Government Systems Sector. Prior to joining Perkin-Elmer, Mr. Shernit spent 13 years with the Central Intelligence Agency. He began his CIA career in Special Programs, moving next to Research and Development and later heading Technical Collection in the Office of SIGINT Operations. Mr. Shernit also served as the Executive Officer of the Directorate of Science and Tech-



nology. He began his career with TRW's Electronic Warfare Laboratory. Mr. Shernit holds Masters and Bachelors degrees in electrical engineering from Cornell University, where he was a Sloan scholar and a member of the Tau Beta Pi and Eta Kappa Nu honor societies. He also has completed executive seminars at the Wharton School of Business and Duke University. ●

Gigasat awarded three Bahraini TV contracts

BAHRAIN

Gigasat, the provider of innovative world class satellite systems to the media and broadcast industries, announced it has been awarded three tenders for the manufacture, supply, and integration of satellite and microwave systems by the Radio & Television Corporation in the Kingdom of Bahrain.

The first contract is for a 3.7m dual DBS/Ku-band fully redundant transportable earth station, which will be used as a back-up for existing Bahrain TV earth station, to uplink a bouquet of 10 channels to any transponder on Arabsat in DBS or Ku bands.

The second contract is for a 2.4m Ku band fully redundant DSN flyaway earth station for operation with Arabsat, Eutelsat & Intelsat satellites.

The third contract is for a fixed digital microwave link system for two-way bidirectional transmissions of three video

channels with two associated stereo audio channels plus engineering order wire, between Bahrain Radio & TV studios at Isa Town and the Batelco earth station at Ras ABu Jarjur. The system utilises Gigasat FLV-110 series encoders, transmitters & receivers equipped with (3+1) redundancy on the encoding and decoding systems (expandable to 8+1), and (1+1) redundancy on the RF transmit & receive chains.

Engineer Abdulla Al-Bulooshi, Head of Earth Station & Transmission at BRTC says: "Gigasat won the bid from five bidders because its state-of-the-art equipment fully complies with our technical specifications. We received positive feedback from other regional broadcasters on Gigasat products, support and after sales service, and we have seen its equipment being successfully used during the Formula 1 event in Bahrain." ●

NSS-10 and NSS-11 join SES NEW SKIES fleet

SES NEW SKIES is pleased to announce that the SES satellites AMC-12/ASTRA 4A and AAP-1 have been transferred to SES NEW SKIES which will now be responsible for all customer and capacity management activities associated with these satellites. The spacecraft have subsequently been renamed NSS-10 and NSS-11. The SES NEW SKIES fleet now comprises seven spacecraft optimized for connectivity between the different regions of the world, as well as for the provision of regional interconnection and distribution capacity serving those parts of the world outside of Europe and North America.

The SES NEW SKIES satellites as of today are: NSS-11 (formerly AAP-1) at 108.2° East, NSS-10 (formerly AMC-12/ASTRA 4A) at 322.5° East, NSS-806 at 319.5° East, NSS-7 at 338° East, NSS-703 at 57° East, NSS-6 at 95° East and NSS-5 at 183° East. In addition, SES NEW SKIES has also assumed commercial responsibility for the West Africa beam on ASTRA 2B at 28.2° East. Together, the SES NEW SKIES satellites provide global coverage, with the transferred satellites boosting fleet capacity at SES NEW SKIES by 48 per cent, from 215 to 318 transponders. The additional capacity comprises 67 transponders on NSS-10 (reduced from the maximum 72 due to current beam configuration), 28 transponders on NSS-11 and the 8 transponders on the West Africa beam of ASTRA 2B. SES NEW SKIES will further enhance its orbital resources through the addition of NSS-9 in 2009. Positioned at 183° East, it will allow NSS-5 to replace the NSS-703 satellite as it nears the end of its life.

ARABSAT and LUXE.TV launch first high definition TV channel

UAE

On the occasion of the contract signature on the ARABSAT stand at the CabSat show in Dubai, Mr. Jean STOCK, Executive Chairman of LUXE.TV, and Mr. Khalid Balkheyour, Chief Executive Officer and President of ARABSAT (Arab Satellite Communications Organization), announced the official launch of "LUXE.TV HD", the very first High Definition TV channel to be broadcasted over the Middle-East & North-Africa region.

The channel is broadcast on Badr-4, Arabsat's newest satellite at its 26°E Direct-to-Home "Hot-Spot".

LUXE.TV is the new — and first — international network exclusively dedicated to the luxury world in its entire scope. With 100 per cent original premium content, LUXE.TV opens the doors to a disruptive concept in digital television. Fully produced in High Definition, and broadcast both in High and Standard Definition, LUXE.TV provides high-end coverage of the fascinating diversity of the world of luxury by covering six main areas of the luxury lifestyle: Real Estate & Home Design, Sports & Leisure, Hotels & Gastronomy, Beauty & Fashion, Cars & Yachting, and Jewellery & Watches. Viewers are taken on a journey to discover all aspects of the world of luxury in the comfort of their homes with the very best of viewing technology. All content production is being shot in HD in the world's top 20 luxury capital cities. Available in French, English and German, throughout Europe, the Middle East, and Asia, via 5 satellites, LUXE.TV has an immediate direct access to 250 million plus viewers worldwide."

"The LUXE.TV team is delighted to be the first channel to provide the 130 million Middle East and North Africa viewers of Arabsat BADR-4 with the amazing beauty and comfort of high definition pictures. We believe that the parallel broadcast of LUXE.TV in standard definition is an excellent tool to actively

promote the new HD standard. It was very important for LUXE.TV to be broadcasted in the Middle-East where amateurs appreciating the luxury lifestyle are so many", commented Jean STOCK, Executive Chairman of LUXE.TV.

Mr. Khalid BALKHEYOUR, Arabsat President & CEO, warmly welcomed the launch of the LUXE.TV set of programmes, both in High Definition and Standard Definition, as part of the Arabsat rapidly expanding offering of channels and technologies, wishing them every success. "We are very proud to have been selected for broadcasting LUXE.TV in High Definition over the whole Arab world

via BADR-4, our brand new state-of-the-art satellite launched as recently as end of last year, and we feel truly honoured by their trust in our system and confidence in the extensive penetration of Arabsat's constellation of BADR satellites at our 26° East primary fast growing DTH neighbourhood, the region's preferred "Hot Spot" for Direct-to-Home broadcasting", he declared.

"The arrival of LUXE.TV's High Definition channel constitutes a critical milestone in achieving Arabsat's strategy of introducing —and widely spreading— the very latest TV technology across the entire MENA region, thus delivering on our

strong commitment to help our customers succeed and steadily support their growth throughout the region as well as constantly stay at the forefront of high-end technological developments.

"We're convinced that the dual-broadcast approach of both SD and HD signals is definitely the way forward to rapidly motivate the region's viewers for switching over onto the stunning crispy picture quality and enjoyment of HD" he added.

"We are very impressed with LUXE.TV's technical investments, as well as by their ambitious strategy to broadcast in three different languages over two technical formats" he concluded. ●

ViewAfrica and ViewAsia Networks select Intelsat for programme distribution

UK

Intelsat has announced that UK-based ViewAfrica and ViewAsia Networks have launched two regional platforms on the Intelsat system, expanding their programme offering in Africa and Asia.

Through its multi-year contract on the Intelsat 7 and Intelsat 10 satellites ViewAfrica Network is distributing a free-to-air programming bouquet that now reaches all the Sub-Saharan countries with specific DTH focus on South Africa and Nigeria, and ViewAsia is distributing its programming into the cable headends of Asia.

"Intelsat offers broadcasters the best video neighbourhoods and works closely with its customers to find the ideal distribution solution for their market and product," said Stephen Spengler, Senior Vice President, Europe, Middle East, Africa and Asia-Pacific Sales. "DTH is the perfect way to reach African communities that are geographically

dispersed and separated by varied terrain. By launching this platform on IS-7 and IS-10, ViewAfrica and ViewAsia Networks gain instant access to established neighbourhoods, enabling them to reach their key distribution penetration goals in sub-Saharan Africa and in Asia."

ViewAfrica Network, uplinking out of Telemedia in South Africa, carries a free-to-air bouquet of religious programming that currently includes the following networks: Daystar, LoveWorld, Divine Truth Broadcasting and Emmanuel TV. ViewAfrica is among 27 DTH platforms built on the global Intelsat system.

"Intelsat 7 and Intelsat 10 offer the most comprehensive regional coverage that we are looking for, enabling us to deliver our programming into markets that would otherwise be inaccessible," said Awaes Jaswal, CEO, ViewAfrica Network. "Intelsat's industry-leading reliability ena-

bles us to distribute our programming easily, from one place, and with the highest quality possible."

The Intelsat 7 provides video, direct-to-home and telecommunications services throughout Europe, the Middle East, Africa and Asia. Intelsat 10's Ku-band payload contains multiple high-powered beams focused on Africa, Europe, India, the Middle East, Central and Western Asia as well as Northeast Asia. The beams on Intelsat 10 can be switched between the various regions, offering greater flexibility in the creation of new platforms for the delivery of video, data and IP-based services. ●

News Coverage

To be included in the news section of the magazine please contact the Editor, or visit www.satellite-evolution.com

SpeedCast and Batelco partner to offer satellite services

BAHRAIN

SpeedCast and Batelco, a regional leader specializing in a broad range of communications services have partnered to offer state-of-the art satellite services in Bahrain and throughout the Middle East and North Africa regions. The introduction of the new services follows the signing of a memorandum of understanding (MoU). Peter Kaliaropoulos, Chief Executive Officer of Batelco, and Pierre-Jean Beylier, Chief Executive Officer of SpeedCast Limited signed the agreement.

"The MoU covers the mutual co-operation in jointly developing, marketing and distributing advanced satellite services, which will focus on applications such as corporate private networks, disaster recovery, two-

way satellite Internet service, video conferencing and multicasting application over satellite," said Ahmed Al Janahi, Corporate Affairs General Manager of Batelco.

"The two companies will also jointly offer some innovative industry-specific solutions such as satellite telecommunications for the maritime industry."

Batelco has recently renovated its teleport at Ras Abu Jarjor and deployed a new hub and international gateway, to allow it to expand its global reach through offering advanced satellite-based IP (Internet Protocol) services to access new markets. Currently it provides satellite services to many financial, government and corporate institutions in Bahrain.

The expansion of these services will enhance the provision of reliable and high quality global connectivity to assist these sectors in growing their business in the region. The state-of-the-art services would also be a key factor in maintaining Bahrain's status as a financial and investment centre of choice for international enterprises. By offering enhanced satellite services, Batelco aspires to expand its global reach and customer-base giving the company the opportunity to support its customers in new markets and into new geographic areas. Customers will be able to experience high performance and reliability, rapid deployment and installation, worldwide coverage and availability, and a cost-effective

two-way Broadband VSAT service.

Mr Beylier emphasized the synergies of this co-operation, and was honoured to announce this very promising partnership with Batelco, which would allow enterprises in their respective regions to enhance their telecommunications capabilities.

"With this dynamic combination of Batelco's strategically located teleport and fibre infrastructure with SpeedCast VSAT operations and extensive satellite infrastructure in Asia, we will achieve our goal of providing seamless telecommunications services across the Middle East/Africa and Asia-Pacific regions, with unprecedented levels of performance, reliability and cost-effectiveness," said Mr. Beylier.

VSAT ANTENNA TVRO SYSTEM

- Reliable Communications
- Rapid Communications
- Remote Communications

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