



## Bigger and better

The theme at CommunicAsia 2007 was "Digital Convergence in Reality". The satellite and broadcast industries were brought tightly into focus and the emphasis this year was on the bringing together of technologies to create a world that is more connected than ever.

**At this year's show, the organisers** of CommunicAsia, Singapore Exhibition Services (SES), promised that technology would "come to life". They certainly delivered. The show attracted 68,192 attendees, 50 percent of which were from overseas and from over 100 countries and regions across Asia-Pacific as well as Europe, the US and the Middle East. This year the CommunicAsia and BroadcastAsia halls were close together reflecting the blurring of distinction between the two industries. All converged at Singapore Expo to meet buyers and sellers, to witness industry trends and to glimpse at what is happening in the industry on a global and regional scale.

The satellite hall was packed with companies from all over the world and was proof, if any was needed, that the satellite industry is booming. Themes of IPTV and Mobile TV were strong in both the exhibition halls and at the conference whilst satellite representation was strong in both the CommunicAsia and BroadcastAsia exhibitions.

### Huge success

The show was bigger this year. The gross exhibition area had increased from 62,000sqm in 2006 to 69,000sqm in 2007. A total of 2,413 companies exhibited at the show from over 65 countries and regions with a huge 83 percent from overseas. Newcomers included Asia Broadcast Satellite, Cable & Wireless, JSAT and Thuraya and new countries exhibiting included Belgium, Israel, Norway and Australia. Stephen Tan, Chief Executive of Singapore Exhibition Services commented "We've seen a strong overall growth in this year's event, both from visitor attendance to the size of the exhibitions. It is also exciting to see that digital convergence has taken off in a big way at the combined halls of CommunicAsia and BroadcastAsia this year. Many





innovative convergent solutions showcased will help crystallise the digital vision for the near future.”

The show floor was buzzing and full of traffic and this illustrated the important role that satellite technology is playing in the Asia-Pacific region. The vastness of Asia and its huge population makes it a key market for companies all over the world, not to mention the insatiable appetite for technology and to constantly be at the cutting edge of development. The Asian market is renowned for its quick adoption of new technological trends. Its technology savvy population are very receptive to new and emerging technologies and often leave the rest of the world behind. Themes of rural telephony and being able to reach the ‘last mile’ were at the forefront of many satellite service provider’s minds. Andrew Bond-Webster, Managing Director of Asia-Pacific for iDirect remarked, “The percentage of the world’s population in Asia is huge...There are 200,000 villages in China alone, so if you start looking at the rural telephony requirement you have in Indonesia, Thailand, Malaysia and the Philippines, it’s a very, very big demand that we need to work to meet.”

Others emphasised the fact that Asia-Pacific market is one that is constantly growing and is hugely influential on what happens in the rest of the world. Stephen R. Spengler, Senior Vice President of Europe, Middle East, Africa and Asia-Pacific for Intelsat said “We

are a global business, serving a global economy, serving people all around the world, so if you look at it in that context, you can really see the movement of content whether it be voice, data, or video through this region, from this region, to this region, there is no question that it is an economic engine.”

#### Satellite showcase

As well as lots of announcements about launches and new products, what was particularly noticeable at this year’s CommunicAsia was that the satellite area really captured the attention of the show. It was in satellite where some of the major stands were, and where most of the major announcements were. It is a sign that the market is the most vibrant.

So what was new at the show. C2SAT showcased their unique 4 axes stabilised antenna for military and commercial use. Their 1.2m Zenith Paradox antenna means that reliable satellite communications are available even at sea. According to Craig Dunn, Director, Maritime Communication the regional distributor for the product, “this the first time the 4 axis stabilised antenna has been shown in this part of the world, and we are just amazed at the interest that has been shown in the product during CommunicAsia.”

Elsewhere, Advent Communications demonstrated their FlyDrive





## Next generation media-processing-centre (MPC)

Globecomm Systems a global provider of end-to-end value-added satellite-based communications solutions, has been awarded a contract valued at \$16.1 million from a leading provider of telecommunications services in Asia to design and install a next generation media-processing-centre (MPC). Under a previously announced \$3.5 million contract from the customer, Globecomm will install two eleven-meter antennas, multiple receive only antennas for program acquisition, monitoring and control software and all the related subsystems representing the first phase of this project, bringing the total value of this project to \$19.6 million. The contract also includes an expansion option valued at \$6.7 million, which if exercised would bring the project value to \$26.3 million.

Once completed, Globecomm will have created a first of its kind MPC. The centre would have the capacity to provide content distribution for Direct-To-Home, IPTV, mobile TV and eventually could provide interactive and personal television services to the customer's subscribers.

The MPC will have the capability of distributing content direct to the home via satellite and/or fibre, or to a mobile device by terrestrial transmission through the generation of DTH (direct-to-home) content and IPTV content. The MPC includes content acquisition, compression, conditional access, NVOD (near video-on-demand), subscriber management system and studio equipment. It also has a flexible design that will allow for future expansion with no down time and no change to the basic infrastructure.

David Hershberg, Chief Executive Officer and Chairman of Globecomm Systems Inc., said, "In September 2005, Globecomm was awarded a contract to provide design and integration services for one of the world's first IPTV, MPEG-4 based compression system super head-ends. This contract builds on that experience and demonstrates Globecomm's ability to provide our customers with the most cutting-edge designs available in the marketplace, enabling them to provide their customers with a rich media experience being demanded in today's marketplace. We are excited about this opportunity and look forward to communicating further progress in the broadcast marketplace in the future."

and DVE 5000 electronics in the BroadcastAsia hall. The system may be carried by air and then mounted on top of a vehicle in the field and used as a semi permanent system or as a traditional fly-way.

In addition, technologies that enable mobile TV services were among the highlights. Operators in the region such as Broadcast Australia unveiled plans to carry out a DVB-H trial in Sydney. Qualcomm also announced a technical trial of its MediaFLO mobile TV service with PCCW.

### Major announcement

One of the biggest pieces of news to hit the floor was the announcement by SES New Skies that it plans ten satellite launches with Arianespace and ILS. The multi-launch agreements will ensure that each SES satellite will have a primary as well as back-up launch vehicle, each with two launch slots, providing utmost planning security and flexibility for the company's ambitious launch schedule. SES Satellite Leasing Ltd. has signed separate agreements with launch industry leaders Arianespace and ILS for 5 satellite launches each.

Arianespace will provide Ariane 5 or Soyuz boosters to be launched out of the European Space Port in Kourou (French Guyana). ILS will provide Proton Breeze M boosters launching from the Baikonour Cosmodrome in Kazakhstan. The multi-launch agreements include options for additional launches, and represent the largest single launch services contract to date both for Arianespace and ILS. Terms of the contracts remain confidential.

Romain Bausch, President and CEO of SES said: "These groundbreaking contracts with two renowned industry leaders ensure secured on-schedule access to space for SES satellites due to the 'full dual slot – mutual back-up policy' that both Arianespace and ILS have agreed for their respective launch vehicles. We are confident that with these innovative agreements in place, the continuous development and replacement of our global satellite fleet is ensured at attractive terms and conditions for the foreseeable future, providing SES with an additional competitive edge."

Arianespace Chairman and CEO Jean-Yves Le Gall added: "This is a major contract that confirms our strategic partnership with SES building upon a foundation of 26 launches performed for the SES group, and provides clear proof that Arianespace offers custom-tailored services and innovative solutions that meet our customers' requirements. I would like to thank SES for their renewed confidence in us, reflected in this latest contract. Their selection confirms that Arianespace, with our Ariane 5 and Soyuz launchers, sets the global standard in space transportation and guaranteed access to space."

"The real value in this unique multi-buy contract is the flexibility it offers SES, in terms of matching payloads and launch periods," said Frank McKenna, ILS President. "We're proud to continue our long-standing partnership with SES," McKenna said. "Our relationship goes back to the very beginning of ILS. SES was the customer for the first commercial launch on Proton back in 1996, and ILS has launched at least one satellite a year for SES operating companies ever since."

### Local expertise

ST Electronics showcased e-Learning and satellite communication solutions including Block Upconverters, High Power Solid State Power Amplifiers, outdoor transceivers, Satcom-on-the-Move as well as satcom solutions for the Asia Pacific market from iDirect, its US satcom arm. Leveraging on its capabilities in the design and implementation of training solutions and simulators, ST Electronics has





developed a Multimedia Education Resource Interactive Teacher System (MERITS). MERITS is a robust, scalable and most importantly, cost-effective interactive classroom system that is designed to enable teachers to conduct classes more effectively and efficiently. According to Kum Chuen Tang, SVP & General Manager, ST Electronics, Satcom Sensors Systems, "The show has been very exciting and there has been a lot of interest in our products which has raised awareness, especially for a local Singapore company."

Shin Satellite, the operator of the IPSTAR broadband system, announced the launch of a new low-cost product named the IPSTAR maXX. The maXX allows IPSTAR to be efficiently deployed in multiple-user broadband environments such as for Community Internet Centres, Multi Dwelling Units, Internet Cafes, university campuses and corporations. On the first day of the exhibition the company also received some exciting news about India. "We have been deploying since our IPSTAR satellite was launched in 2005. We are deploying already in seven countries in the Asia-Pacific, and the eighth country we are going to deploy is India. This is very exciting for us because as you know there is a lot of demand for broadband services in the country. We have been working very hard to get through the regulations aspect of India, and right now it has worked out and we are starting to deploy our gateways there. Realistically we will start service around quarter 4 of this year", explained Patompob Suwansiri, Assistant VP Marketing for Shin Satellite.

### Regional solutions

iDirect announced expansion of its satellite business in the Asia-Pacific region by signing three new contracts for its multi-protocol, bandwidth-efficient satellite hub. iDirect announced three new satellite communications solutions aimed at the Asia-Pacific market. These included new hardware and software that will enable network operators to better manage and sell satellite bandwidth to extended enterprises, small form factor communications-on-the-move technology for commercial and government applications and a global satellite network management system for the maritime industry.

One of the largest and busiest stands at the event was that of Comtech EF Data. The company has a very solid customer base in the region and the CommunicAsia event is important to the company. It is no surprise that following the event the company announced that it had been awarded a \$1.0 million order to supply satellite communications equipment to a cellular service provider in Southeast Asia. The equipment will support the expansion of cellular services into remote areas.

The order includes Comtech EF Data's CDM-570/L Satellite Modems and the industry-leading GSM access optimization CX Series products from its subsidiary, Memotec. The combination provides a bandwidth-efficient and scalable backhaul solution for the service provider to cost-effectively expand its subscriber base into less populated areas.

Comtech EF Data's CDM-570/L are entry-level satellite modems that provide industry leading performance and flexibility. Designed to address the market for low-cost terminals, the modems are available with 70/140 MHz or L-band IF and EIA-530/-422, V.35, EIA-232 and G.703 data interfaces. An optional Internet Protocol (IP) Module with 10/100BaseT Ethernet port is available for IP centric applications.

The Memotec CX Series products dramatically reduce the input traffic load from the cellular base station through the modem, enabling significant capital expense and operating expense savings for the cellular operator. When combined with the CDM-570/L Satellite Modems, the CX Series further extends the cellular operator's total cost of ownership savings by up to 50 percent. This unique Comtech EF Data solution, called "AbisXtender," combines Memotec's GSM base station Abis link optimization and networking capabilities with the advanced forward error correction and modulation of the CDM-570/L Satellite Modems.

"This order is another example of the cellular industry's confi-

dence in Comtech to provide optimization solutions that support global subscriber growth," said Fred Kornberg, President and Chief Executive Officer of Comtech Telecommunications Corp.

Memotec, Inc., a subsidiary of Comtech EF Data Corp., is a leading supplier of cellular GSM and telephony backhaul optimization solutions.

### A very important market

CommunicAsia 2007 certainly underlined the pioneering nature of Asia-Pacific and reinforced the fact that it is an absolutely key technological market. The rise of technologies such as IPTV, HDTV, mobile TV and next generation networks to name a few are already becoming embedded within the region. Digital convergence is the hot topic and the demand for seamless connectivity is high. This is an exciting time for the satellite industry. New demands are being made of it for critical applications such as disaster recovery and military, for communications far out at sea, and communications on the move. The advantages that satellite has over other technologies makes it unique and it is certain that the Asia-Pacific market recognises these attributes. CommunicAsia 2007 was uplifting for the industry as a whole. Long may it continue. ■

