

24<sup>th</sup> April 2011

## *Press Release*

### **Thuraya Among Sponsors of Green Technology Initiative Race in Australia**

**Abu Dhabi, 24<sup>th</sup> April 2011:** Thuraya Telecommunications Company will be sponsoring the Istanbul University Solar Race Team in the World Solar Challenge across the continent of Australia. During this week-long international green technology initiative, the Turkish racers will be depending on Thuraya IP, the world's smallest satellite broadband solution supporting 384 Kbps data streaming, and Thuraya XT, world's toughest satellite handheld, as their full communication solutions.

The 3,000 km race begins in the Northern Territories city of Darwin and ends in Adelaide, which is an expanse completely supported by Thuraya's network. There are eleven countries participating in this car race which takes place on a bi-annual basis.

As Thuraya provides ubiquitous coverage over Australia and Tasmania even in remote areas through its robust satellite network, it is the definitive choice for the Solar Challenge. Australia is within the Thuraya-3 satellite coverage area that spans the Asia Pacific region.

Thuraya's Vice President Corporate and Marketing Communications, Mr. Ebrahim K. Ebrahim said, "The World Solar Challenge is about both the environment and innovative technology, which lie in the heart of our corporate values and CSR commitments as a leading satellite telecom operator. Thuraya's blanket coverage over Australia supported by its dynamic portfolio of products will allow the Istanbul University team access to effective mobile satellite communication throughout the course of the race."

According to Mr. Murat Altug from the Istanbul Solar Race Team, "We are deploying Thuraya for the World Solar Challenge in Australia because we are confident that the service offered by this leading satcom operator will always be reliable. The rules of the Race dictate that we have solid satellite communications onboard the Solar Car and after meticulous testing we found Thuraya's data and voice services to be the most appropriate. With Thuraya we are ensured that at any given time in Australia we have easy access to the network especially in the areas which are not covered by any terrestrial networks. Furthermore, Thuraya's data services will facilitate the sending and analysis of accurate information regarding battery levels of the car, speed and weather conditions throughout the race which are vital for our success."



Thuraya is coordinating with Turkish communications specialists TEKNOMOBIL for the provision of equipment to the Istanbul University Team. TEKNOMOBIL are also a long-standing Thuraya service partner.

Thuraya XT is branded the world's toughest satellite handheld as it is IP54/IK03 certified making it dust, splash water and shock proof. It has the fastest data service on a satellite handheld and supports GPS waypoint navigation.

Thuraya IP is A5 sized and it is the world's smallest satellite broadband solution to support 384 Kbps data streaming. It is based on a plug and play system facilitating use without additional software. The terminal provides asymmetric streaming allowing users to freely select upload and download speeds for cost-effective service.

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About Thuraya ([www.thuraya.com](http://www.thuraya.com))

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, Australia and the Middle East. Services provided by Thuraya include broadband, maritime, mobile voice that support dual GSM and satellite mode, rural telephony, fleet management and other advanced applications that enable people and businesses everywhere under its coverage to enjoy constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology.

The Company launched its third satellite in January 2008, which has brought countries of the Asia-Pacific region under its footprint and extended its coverage to nearly two thirds of the globe's population.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region.

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