

## **NSSL LAUNCHES 'PREMIUM VOICE' TO LAND AND SEA CLIENTS**

**November 12<sup>th</sup> 2007, London:** NSSL, the international satellite communications service provider, officially launched its toll-quality voice service for its BroadBand land and sea users. It has already caused much interest at the Ft Lauderdale Boat Show where it was first aired live at the end of October for Super-yacht captains, crew and owners who were encouraged to try out the service and 'phone a friend over satellite'. The service so impressed them that NSSL found itself pre-launch already inundated with enquiries and orders.

NSSL's "*Premium Voice*" service will be a welcome development for organisations and industries that rely on consistently reliable voice and data communications such as the maritime, oil & gas, mining, media and construction sectors. The service, known as 'premium voice' works over NSSL's Broadband services but provides a guaranteed and separate toll quality voice service through the satellite and into the terrestrial network. This is distinguished from competitor offerings of VOIP (voice over Internet Protocol) systems which are often only best effort only and tend to be very variable even over one phone call. This is because the voice quality is affected by data traffic from specific users and others who all contend for the same satellite and Internet capacity.

The new "Premium service" is available to NSSL CruiseIP and BroadIP customers. CruiseIP and BroadIP are low cost alternatives to VSAT, utilizing the latest DVBS2-RCS technology and offering high quality broadband speeds up to 2Mb for maritime and land users respectively. 'Premium voice' is provided at a much lower cost than rival providers. Calls typically cost \$0.25 per minute to the US or customers can opt for an all inclusive package for unlimited calls to the US.

Commenting on the new service, Sally Ray, NSSL Sales Director, said: "It's no good having broadband on land or at sea if the voice quality is poor, or even worse, poor and expensive. 'Premium voice' provides some of our most important customers such as those in yachting, oil & gas, banking and mining the predictability and security that is crucial in today's fast moving world."

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### **Notes for editors**

#### *About NSSL*

Established in 1969, NSSL Ltd is an independent service provider for satellite communications solutions. With a wide range of services and extensive experience of systems integration, network management and application development, our focus is on providing communication and IT solutions to the maritime, government, energy, media, finance and corporate sectors. NSSL is based in the UK and has a network of engineers and service agents worldwide to provide in country support to its global customer base.

Most importantly NSSL prides itself as being at the forefront of technology with service offerings for customers that themselves want to stay ahead of the technology wave.

NSSL launched its broadband DVBS2-RCS Land Earth Stations in Florida and California less than seven months ago and has already achieved an installed base of hundreds of customers in both the Maritime and Land markets globally. As a result of owning and managing its own network it has allowed NSSL to further develop its own service offering to its customers. Premium Voice is just one of many new innovations that it will be announcing into 2008.

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Established in 1969, NSSL Ltd is an independent service provider for satellite communications solutions, and one of the top Inmarsat service providers worldwide. With a wide range of services and extensive experience of systems integration and application development, our focus is on the maritime, government, energy, media, finance and corporate sectors. We provide voice, data and broadband solutions anywhere in the world. NSSL is based in the UK and has a network of agents and engineers worldwide to provide service support to its global customer base.

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