

# Thuraya SatSleeve Sales presentation

Thuraya SatSleeve

Jeroen Jaspers // 13 March 2013



# Thuraya SatSleeve – Satellite Adapter for iPhone

Introducing Thuraya's latest Satellite phone, your iPhone

- Perfect blend of mobility and simplicity, Thuraya SatSleeve is the smartest, fastest and simplest way to transform your iPhone into a satellite phone
- Thuraya SatSleeve packs lots of innovation into a sleek and elegant form factor that supports communication needs of iPhone users from corporate and NGO users to frequent travelers and adventurous explorers.
- Simply insert your iPhone into the SatSleeve and put the entire world within reach, ensuring connectivity through phone calls and SMS via satellite mode.
- Currently available for iPhone 4 and 4S, introduction of iPhone 5 version in Q2 and data version in Q3



# Thuraya SatSleeve – Key benefits

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- SAT PLUS adds a satellite connection to the iPhone
- No need for new device: user has same interface & functionalities
- User-friendliness:
  - Simply dock your iPhone into the SatSleeve to enjoy satellite connectivity
  - User-friendly SatSleeve App, available in 12 languages, allows you to integrate your iPhone address book for satellite calls and text messages
- You can talk longer: Sleeve comes with a built-in battery pack that extends battery life of your iPhone
- Enhanced safety features:
  - Thuraya SatSleeve comes with an Emergency Call button - you can make a phone call to one predefined number even without your iPhone docked
- Supported by the most robust and powerful satellite network

# Thuraya SatSleeve – How does it work?

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- 3 Simple steps:
  1. Download the SatSleeve application from the Apple App Store
  2. Dock your iPhone into the SatSleeve
  3. Enjoy calls and SMSs in satellite mode



# Thuraya SatSleeve – Specifications

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	Specifications
Dimensions	Main unit: 138 x 69 x 18 mm (h x w x d) Adaptor: 138 x 69 x 12 mm (h x w x d)
Weight	Main unit: 172 g (with battery) Adaptor: 27 g
Connectivity	3.5 mm jack for headset Micro USB for charging and upgrade Bluetooth Docking connector with iPhone DC Jack for charging
Battery	3.7V Li-ion, 2400 mAh
Stand-by time	up to 48 hours
Talk time	up to 4 hours
Power supply Output	DC 5V / 2.0A (with EU/UK/CN/AUS adaptor)
App languages	English, Arabic, Bahasa Indonesia, Chinese (Simplified), French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish



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- **Schedule:**
  - March 2013: availability of 1st version (SatSleeve for Iphone 4 and 4S)
  - Q2 2013: availability of SatSleeve for Iphone 5
  - Q3 2013: availability of data version for the Iphone
  
- **Launch of SatSleeve version in will be done in March 2013 including:**
  - Sales presentation
  - Product sheet
  - Product information, manuals etc.
  - Pricing sheets
  - Demo units available

# Enhance Thuraya SatSleeve voice service with Astrium Value Added Services

- Enhance Thuraya voice services for customers and create new revenue streams or efficiencies with Astrium value added services:
  - **FREE SkyFile® Mail**: messaging compression software making messaging more economical which, in turn, will likely increase ARPU
  - **The Source®** to fully manage Thuraya SIM Cards (activation, deactivation, suspension, unsuspension)
  - **Satellite Direct®** : a double-stage fixed-to-mobile service allowing users to place calls from any landline phone to any mobile satellite terminal



# Questions?

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