



Avanti Communications
The UK Online - No Exceptions
Suffolk Broadband Conference
April 2011



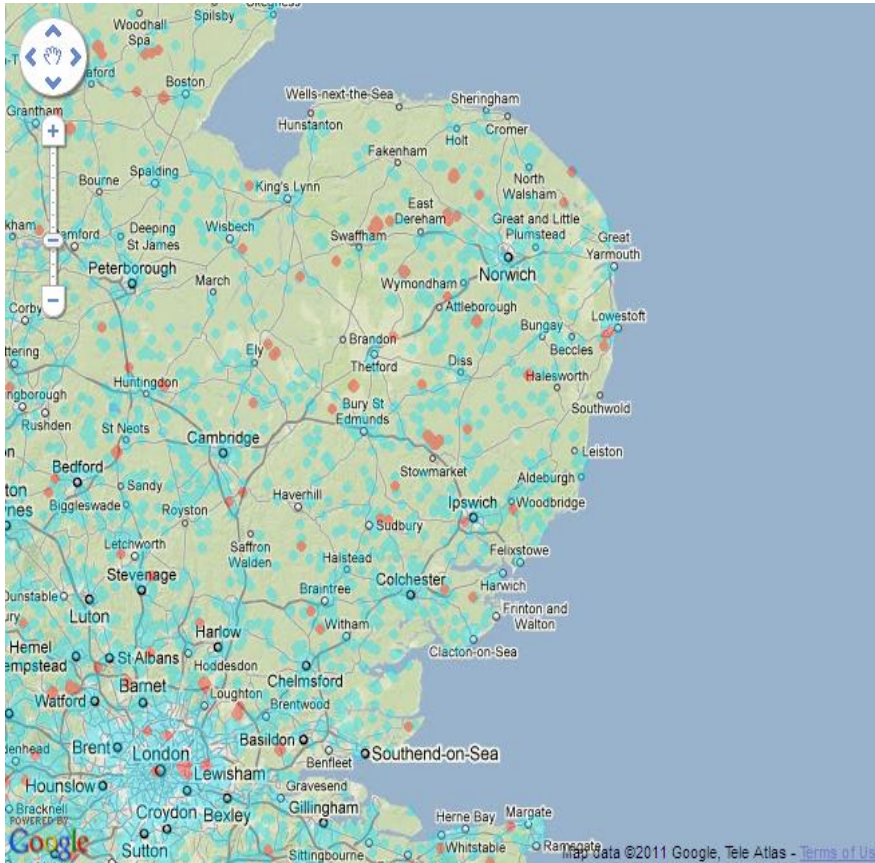
Agenda

1. Pedigree
2. Suffolk online - no exceptions
3. Satellite Broadband
4. How we work - local partner support
5. Service levels
6. Availability



- Avanti is a broadband satellite operator
- 13 years experience in the satellite industry
- Owns and operates HYLAS 1, Europe's first dedicated Ka-band broadband satellite
- 100% UK coverage
- Launching HYLAS 2 in first half of 2012, introducing Ka-band capacity to EMEA
- Sole supplier to Scottish Government for Broadband Reach project - over 2000 customers connected via satellite
- Sole supplier to DETI in NI for Remote broadband project - over 900 customers connected via satellite
- BT selected satellite service partner for the Cornwall County Council Next Generation Broadband network

Suffolk Online - No exceptions



- Broadband not spots are everywhere!
- UK Government has estimated 250k+ homes would require satellite to receive broadband connectivity
- Avanti provided 100% broadband coverage of Scotland and Northern Ireland via Government projects
- We can and will do the same for Suffolk



- Satellite broadband is a proven technology, delivering high-speed services to customers beyond the reach of terrestrial networks
- Over 1 million premises are equipped with satellite broadband in the USA
- Ka-band provides higher power, therefore higher speeds, lower costs
- End-users are typically equipped with a 74cm antenna, with customer connection from a standard ethernet cable



How we work - local partner support

- Avanti offers wholesale services to its partners
- Avanti underpins its partner brand - the partner's brand goes to market
- Avanti enables its partners to fully manage their services - through our proprietary management software tools
- Avanti provides ongoing account and marketing support to its partners
- Partners know their markets, their success is our success
- Local examples:



- A range of service speeds now available up to 8Mbps download and 2.5Mbps upload
- Standard antenna sizes 74cm
- End user prices are set by our partners
- Typically:
 - 2Mbps / 512kbps £23 per month
 - 4Mbps / 1Mbps £26 per month
 - 8Mbps / 2Mbps £49.50 per month
- Equipment and installation available for under £500





- Services are available to order right now!
- Satellite broadband is not rocket science.....it delivers reliable service today, simply and sustainably to areas not commercially viable by any other means
- Equipment and installation fee always barrier to take up for alternate technologies
- However, equipment costs are falling - equipment in 2007 was over £1300 per unit, in 2011 its less than £300
- If subsidy is available, great, this will stimulate take up and the lower the capital costs, the more users can be assisted
-but if no subsidy, or it will take 3 years for the upgrade to reach you....
- Avanti wholesale channel is delivering the solution to the local market today, there is no need to wait



THANK YOU

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