



Islander June Technology Update

Can this be true? An affordable, global, broadband solution from Inmarsat, QR Codes and an iSwat. What more could anyone want?

For many years we have been installing Inmarsat satellite communication terminals on yachts, primarily as a backup to other more economical communication systems.

For years we have been asking Inmarsat if they can be a little more adventurous with their airtime service packaging and pricing.

Typically an Inmarsat terminal is used freely for the first month after installation until the first bill is received. Yacht captains are almost as terrified by Inmarsat billing as they are by roaming fees. Both can generate enormous and unpredictable communication costs compared to the fixed cost pricing of VSAT.

However, now there is a fixed price option on Inmarsat Fleet Broadband which is highly competitive and will appeal to many vessels deliberating between Inmarsat and VSAT.

This is a perfect solution for sailing yachts, yachts with itineraries outside traditional VSAT footprints, yachts with space and weight restrictions making it difficult to install a 1m VSAT antenna, and existing Fleet Broadband users.

The cost saving is phenomenal. In one example the new price is only 7% of the old price per MB of data!

Inmarsat distribution partner Stratos Global has introduced 'bundled' pricing, just like the mobile phone companies, so that customers can get a fixed number of minutes or megabytes for a fixed and highly discounted price. Just to give an example, the standard Stratos price per MB of internet data is USD13.50. With the 5GB (5120MB) bundle, you pay USD4800 or just USD0.94 per MB.

Many vessels are paying more than this already for VSAT services and with Inmarsat Fleet Broadband you have this high data allowance available to you practically worldwide.

Another feature is that the Stratos flexible payment plans enable users to roll over unused data from one month to the next when paying quarterly or annually. The service also provides two SIM cards per activation so that two Fleet Broadband terminals can be used on the same account, giving the option of a crew network and separate guest network.

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With these features, this service could be a Godsend to many vessels giving them quality communications at a predictable cost worldwide.

Eleven bidders line up for Spanish LTE (4G) wireless spectrum.

Following on from my report last month I can confirm that the Spanish authorities say that 11 companies have signed-up to participate in the country's planned LTE spectrum auction, with bids starting at EUR1.45 billion. In addition to existing operators Vodafone, Telefonica and Orange, a number of other participants from the Spanish ICT industry have also expressed their interest. According to *Telecompaper*, the regulator is auctioning 58 blocks in the 800MHz, 900MHz and 2.6GHz bands. The tender winner is expected to be announced by the end of June.

Interestingly, the current reports all omit Yoigo, the Spanish arm of TeliaSonera, from the list of bidders. Yoigo last month bought an additional spectrum allocation, which it is likely to use to reduce its need to roam onto the networks of competitors.

According to a *Dow Jones Newswires* report, the Spanish government is looking to raise up to EUR2 billion from the spectrum sale, the proceeds of which will be used to reduce the country's finance needs. The availability of mobile broadband spectrum has been identified as a growth driver by operators in the country, and as a tool to reduce the digital divide between the connected and unconnected populations.

QR Codes



This is a QR code (abbreviation for *Quick Response code*). It is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera telephones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, SMS, current location, contact card, Tweet or other data and when read by a reader will take you directly to a website or to send a text message or a Tweet etc. The one to the left here takes you to our Capacity Crunch leaflet.

Go to your Apps Store and search for "QR code reader". You will find a selection and they are mostly free of charge. Download and test it on these.

It is common in Japan, where it was created by Toyota subsidiary Denso-Wave in 1994, the QR code is one of the most popular types of two-dimensional barcodes. The QR code was created to allow its contents to be decoded at high speed.

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The technology has seen frequent use in Japan, the Netherlands, and South Korea, while the West has been slower in the adoption of QR codes.

As 99% of our clients use smartphones today, we as a company, are going to adopt this across the board for quick and simple access to web pages, instruction manuals, order forms etc.

iSwat

This YouTube video made me laugh at last week's Future of Super Yachts conference as part of Arjan Kleinveld, MD of Van Berge Henegouwen's presentation.

This illustrates about the only thing an iPad cannot do!

If you've downloaded the QR code reader, read the code and this will illustrate how easy it is to use the reader rather than type out the link below.

<http://www.youtube.com/watch?v=59bkT1ClyX0>



Latest Capacity Crunch statistic: Android Apps store will host more Apps than the Apple Apps store by August 2011.

Roger Horner of e3 Systems

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