



# CELL@SEA

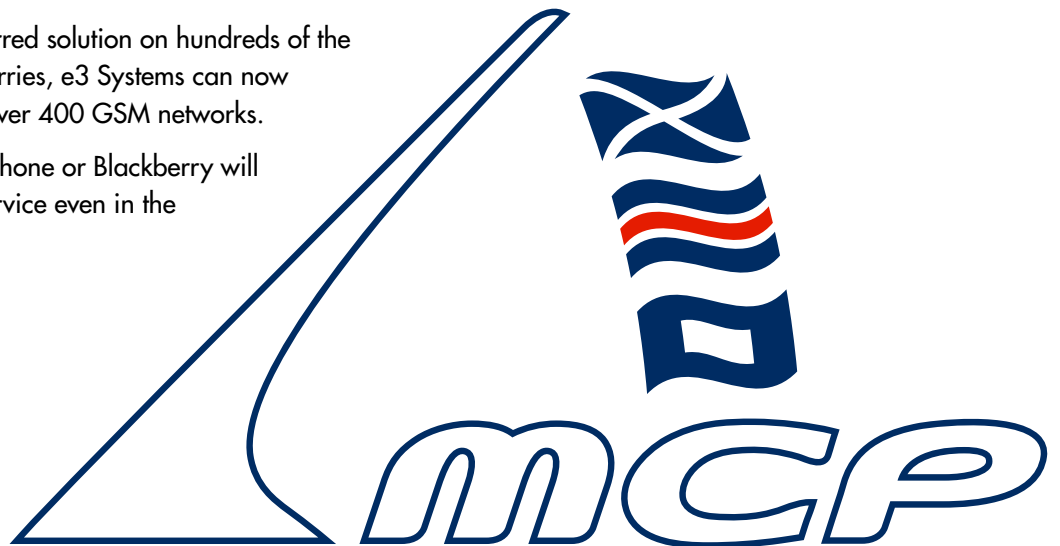
The lifestyle extension powered by MCP

Everyone on board can use their own cell phone or PDA for voice calls, text and data offshore or beyond the horizon.

In another 'first' from e3 Systems, we are delighted to announce the first full service GSM on board solution designed specifically for super yachts that works, is flexible and is affordable!

In partnership with MCP, the preferred solution on hundreds of the world's leading cruise ships and ferries, e3 Systems can now offer on board GSM services for over 400 GSM networks.

This means that your cell phone, iPhone or Blackberry will work anywhere you have VSAT service even in the middle of the ocean.



eCell@Sea

- Owners and guests expect to use their phone in their private planes, in their remote villas, on a cruise ship and now on their yachts too! Like the internet on board, this will become a 'must have' service.
- Anyone coming aboard can use their own cell phone with their own contacts when in and out of range of land based GSM networks.
- Make and receive voice calls exactly as you do ashore.
- You can send and receive texts and emails without seeing the "No Service" message on the phone display.
- Keep your emails, contacts and calendars synchronised with your home server.
- Your phone will work when in a country where there is no GSM service provider.
- Likewise the phone will work in those beautiful remote locations where the local service doesn't reach like when anchored inside that coral atoll!
- You will also have your own service where the local service is poor or unreliable such as in the Caribbean and Pacific Islands.
- With fixed roaming prices you can save money (depending on the home network) and as your billing is via the home network, you have a record of calls made.

## Make yacht management easier and cheaper

- Great selling point for charters – use your own phone on board!
- No need to bill variable call charges as calls appear on the user's own cell phone bill.
- Fixed price service fees make billing to charterers easier.
- There is no need to instruct guests on how to use the yachts communication systems
- Using the unique 'Crew SIM' your crew can be connected at rates cheaper than VOIP, Inmarsat, GYMSIM or standard GSM roaming.

## Why eCell@Sea is better than any other service?

- It supports roaming with almost every cellular service worldwide so most charter guests will be able to use it.
- Extremely flexible service plans that will allow from 3 to 12 months use per year.
- The system works with any VSAT service thus it is almost global.
- The flexible plans are designed to match both the vessels use and the flexible VSAT plans available today.
- Crew SIM cards are available for use with the system at a local onboard call rate.
- Specified cell phones can be registered to work with the system to avoid unauthorised use by third party cell phones.
- GPRS or EDGE data is available for cell, smart phones, PDAs and laptops.
- The service is from MCP Maritime Communications Partners the preferred solution for GSM services on cruise ships and ferries.
- The yacht systems are from Altobridge the leading provider of telecommunications solutions in the maritime and aeronautical industries.



e mail

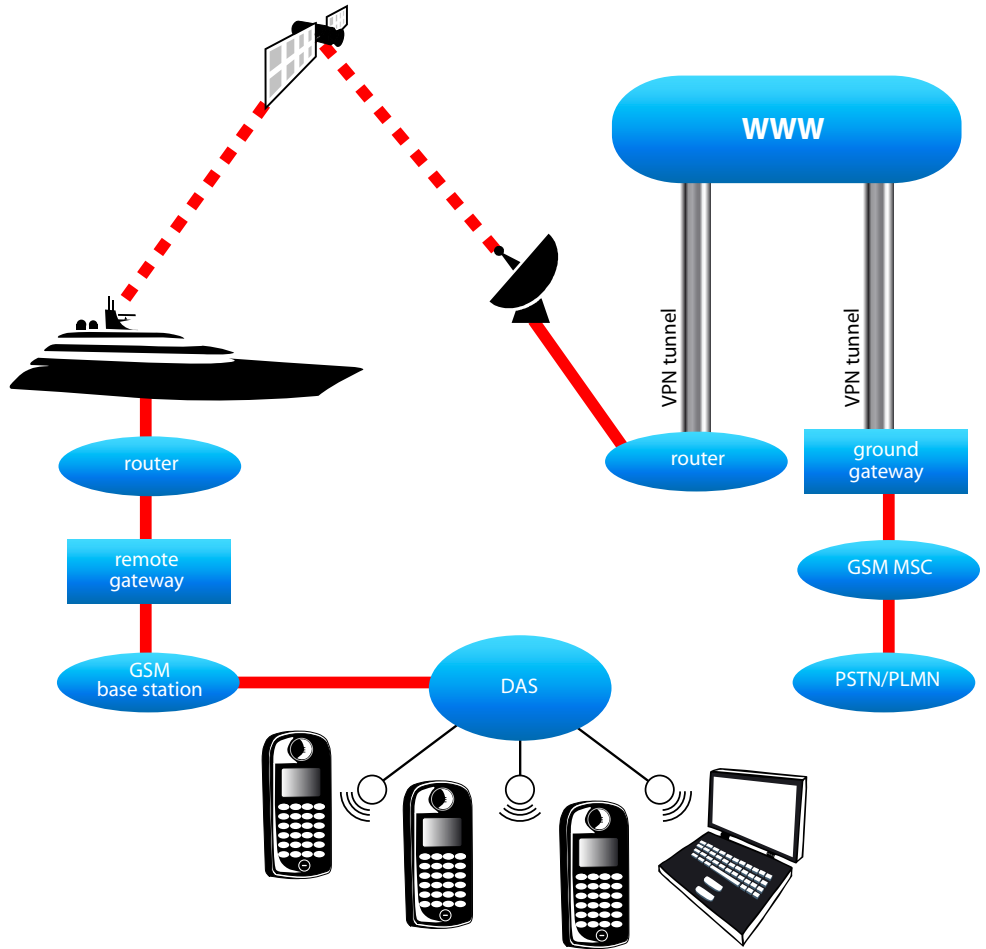


## Technology Required

eCell@Sea uses the very latest and best of breed technology to provide data and voice cellular service to guests and crew while at sea.

A yacht will require a VSAT with defined bandwidth allocated for eCell@Sea. The yacht will require a Remote Gate Way (RGW) and a Base Station installed and in most cases a Distributed Antenna System (DAS).

- The VSAT provides the bridge ashore via satellite for the services.
- The Remote Gate Way (RGW) and the Base Station turn the yacht into a GSM cell and link the cell phones on board with the VSAT.
- The Distributed Antenna System (DAS) extends the antenna on the Base Station around the yacht to all the inaccessible places with poor or no signal, such as the lower decks, the crew mess and the engine room. The DAS can also be used to amplify land based GSM signals around the vessel when in range.



## Service Plan

The Service Plan is for a 12 month period. Within the Service Plan period there are options for Committed Usage (CU) of 3, 6, 9 and 12 months. The Committed Usage months are when the system will be activated and in use.

The Committed Usage can be split into minimum periods of 3 months at a time. Thus if a 6 month CU plan was required, then 3 months can be taken in the spring and 3 months in the winter.

This provides the flexibility to match the cruising plans and any variable VSAT contract that the yacht might have.

### Committed Usage

3 months  
6 months  
9 months  
12 months

### Monthly Fee

€ 1,750  
€ 1,350  
€ 1,050  
€ 860

### CrewSIM

Five CrewSIM cards are issued free of charge with every Service Plan.

The SIMS are on a "pay as you go" basis and can be topped up by using the MCP portal in € 10 units by credit card.

Call rates worldwide range from € 0.25 to € 3.00 per minute. The cost of an outgoing SMS is € 0.28.

(Prices may change)

It is easy to upgrade to a higher Committed Usage plan.

**e<sup>3</sup> systems - there is a difference!**



#### HEAD OFFICE

t. (+34) 971 40 42 08 f. (+34) 971 40 44 31 info@e3s.com

Paseo Calvia 2, No 4, Piso 1, Local A, 07181 Portals Nous, Mallorca, Spain

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