SATELLITE 2010:
New Content, New Faces, New Opportunities

Whether you are involved in the telecommunications, broadcast or military communities, you’ll find everything you need at SATELLITE 2010!

Register today to experience:
➤ Conference sessions focused on new topics and challenges affecting you today
➤ Unlimited networking opportunities both during SATELLITE 2010 and after hours at one of the many restaurants located in the Gaylord National Convention Center
➤ Hundreds of product launches and demos on the Exhibition show floor and in the new Outdoor Exhibits

Your opportunity to save more than $600 on the Conference ends December 16, 2009!

Conference: March 15-18, 2010
Exhibition: March 16-18, 2010
MSUA-7: March 16-17, 2010

Gaylord National Convention Center
National Harbor, MD

www.SATELLITE2010.com
Prepare yourself for a whole new event – SATELLITE 2010 has been retooled to provide you with today’s solutions to overcome tomorrow’s challenges!

NEW CONTENT

The SATELLITE 2010 Conference will focus on the hottest topics facing the satellite community today. From MPEG-2 to religious broadcasting to hosted payloads to UAVs – SATELLITE 2010 is dedicated to arming you with relevant and valuable information to help you take your organization to the next level.

NEW FACES

When you join more than 9,300 colleagues from the global satellite community at SATELLITE 2010, you are guaranteed to form new connections! SATELLITE 2010 provides unlimited networking opportunities including the Welcome Reception, WTA Luncheon, Satellite Executive of the Year Reception and more! Turn to page 4 for all networking opportunities.

NEW EXHIBITS

For the first time, SATELLITE 2010 will feature outdoor exhibits! You’ll experience live demonstrations and get hands on with satellite newsgathering trucks, trailer and truck mounted antennas, large satellite dishes and more!
The whole market is [at SATELLITE] - if you can only make it to one satellite event in North America, this is it.

- Jeffery Carl, Sr., Offer Manager, AT&T

NEW SOLUTIONS

There is something for everyone at SATELLITE 2010. Whether you are looking for a new solution to an existing problem, strategies to get through the times ahead or tips and insights that can help you prepare for the future, you’ll discover it all at SATELLITE 2010.

ENDLESS OPPORTUNITIES

You’ll also take a look forward to next generation applications and be able to network with colleagues in the satellite community to swap strategies and success stories. After SATELLITE 2010, you’ll head back to the office refreshed, with new ideas and insights you can implement in your everyday activities.

Register today to be a part of the only event bringing together the entire global satellite community!

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Networking Events

➤ Monday, March 15
5:30 p.m. – 7:30 p.m.

**SATellite 2010 Welcome Reception**

Join fellow satellite professionals for the opening of SATELLITE 2010 with the most popular networking event of the show! Catch up with old friends and meet new colleagues as you enjoy good food and drink. The Welcome Reception is open to all attendees.

➤ Tuesday, March 16
11:45 a.m. – 1:15 p.m.

**MSUA Pioneer and Innovation Awards Presentation and Luncheon**

Join your fellow colleagues in the mobile satellite community as MSUA honors mobile satellite innovators and pioneers with the Pioneer and Innovation Awards. MSUA will present a Pioneer as well as an Innovation Award and both will be showcased at the MSUA-7 Awards Luncheon. The luncheon is highly anticipated and well attended by industry movers and shakers, and this year will be no exception. One ticket is included with your MSUA-7 Conference registration.

Additional tickets can be purchased when registering for SATELLITE 2010.

**The WTA 2009 Teleport Awards Luncheon**

Since 1995, WTA has presented annual awards to companies and individuals who have dramatically demonstrated excellence in the field of teleport operations, development and technology. Celebrate the winners and network with colleagues during the Awards Luncheon.

Tickets can be purchased when registering for SATELLITE 2010.

**Washington Space Business Roundtable Flagship Lunch and Silent Auction**

WSBR will hold its heralded Flagship Lunch and Silent Auction during SATELLITE 2010. This lunch is a perfect opportunity to bring colleagues and customers to maximize all that you can learn and experience at SATELLITE 2010. To purchase tickets or for more information please contact Jennifer Hoil at info@wsbr.org or 703-528-5490.

6:30 p.m. – 10:30 p.m.

**Society of Satellite Professionals International (SSPI) Gala**

The Society of Satellite Professionals (SSPI) will host its 26th annual Black Tie Reception and Dinner on Tuesday, March 16 at the Gaylord National Convention Center. The SSPI Gala is the satellite industry’s preeminent social and networking event of the year. To purchase tickets, or for more information, visit SSPI Gala’s web site or contact Jennifer Hoil at jhoil@sspi.org or 703-528-5490.

➤ Wednesday, March 17
11:30 a.m. – 1:30 p.m.

**Satellite Executive of the Year Award Presentation Luncheon**

Sponsored by

Don’t miss the marquee event of SATELLITE 2010! Via Satellite magazine presents its Satellite Executive of the Year 2009, honoring the top satellite industry executive who made significant business impact in the global satellite arena. Your ticket to the event is included with your SATELLITE 2010 conference registration fee.

6:00 p.m. – 8:00 p.m.

**Via Satellite’s Satellite Executive of the Year Reception**

Sponsored by

The ultimate networking event of SATELLITE 2010! Join the Satellite Executive of the Year for an evening reception in his or her honor. Your ticket to the event is included with your SATELLITE 2010 conference registration fee.
## Tuesday, March 16

### Flying High: Demand for In-Flight Voice and Data Connectivity

Widespread deployment of in-flight WiFi is well underway in North America, with nearly a thousand aircraft already fitted out. In comparison, deployment in international markets has been much slower, and in-flight cellular services are operational on only about 100 planes. How much is the rate of deployment due to a difference in underlying customer demand and how much is it dictated by the availability of equipment subsidies? What are the long term prospects for VSAT-based solutions such as Row44 in both domestic and international markets? Is the current business model of the various providers sustainable in the long term?

**Moderator:** Mary Kirby, Senior Editor, Flight Global

**Speakers:**
- Patrick Brannelly, VP Passenger Communications & Visual Services, Emirates
- David Bruner, VP Global Communications Services, Panasonic Avionics Corporation
- Kim Gram, VP, Avionica, Thane & Thane
- Gary Hebb, VP Innovation and Strategy, EMS Technologies
- Bill Sullivan, Director Broadband Systems, ViaSat

### 3:00 p.m. – 4:15 p.m.

#### VSAT and MSS Go Head-to-Head: What’s Next for Maritime Broadband?

Competition between Inmarsat and mobile VSAT solutions has become even more intense over the last year as potential customers in the maritime sector have been impacted by the recession. Now providers must not only offer to improve data connectivity, but also justify the investment in terms of future savings. Nevertheless, Inmarsat has achieved a remarkably successful launch for its new mass market chipsets. How much of the MSS market has remained relatively healthy through the worst of the recession, a radical increase in revenues will be needed if all of the new systems are to provide a return on investment for their investors. Will a mass market for MSS solutions emerge to deliver the growth that operators are seeking? Will demand for ATC spectrum re-emerge, and if so, who will be first to secure a strategic partnership with a leading wireless operator? In the meantime, who will provide the capital that operators are seeking and which of the operators will be best positioned to deliver new services?

**Moderator:** Tim Farrar, President, MSUA and President, TMF Associates

**Speakers:**
- Matt Desch, CEO, Iridium Communications
- Jeff Epstein, President, TerreStar
- Jay Monroe, Chairman, Globalstar

### 8:30 a.m. – 10:00 a.m.

#### New Solutions and New Opportunities: The CEOs Speak Out

Open to all attendees!

Despite the economic downturn, MSS operators have continued to move forward with their plans to develop next generation satellite systems, and so far, the oft-predicted industry consolidation has not emerged. Although underlying revenue growth in the MSS market has remained relatively healthy through the worst of the recession, a radical increase in revenues will be needed if all of the new systems are to provide a return on investment for their investors. Will a mass market for MSS solutions emerge to deliver the growth that operators are seeking? Will demand for ATC spectrum re-emerge, and if so, who will be first to secure a strategic partnership with a leading wireless operator? In the meantime, who will provide the capital that operators are seeking and which of the operators will be best positioned to deliver new services?

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### 10:15 a.m. – 11:30 a.m.

#### Creating a Mass Market for MSS: The Role of MSS Equipment Providers

For the last thirty years, a small number of equipment vendors have dominated the MSS marketplace, though recently, several satellite operators have forged agreements to incorporate satellite connectivity into mass market next generation cellular chipsets. This development has the potential to shake-up the MSS equipment market, as low cost chipsets become more readily available for a wide range of applications. How will this affect the position of both existing MSS equipment vendors and potential new entrants to this market? Will we see a new, more attractive handset reverse the recent decline in handheld MSS revenues and lead to a resurgence of growth? Will the introduction of satellite-cellular roaming services lead to increased consumer demand for MSS?

**Moderator:** Matthew Mohrbi, General Manager, MSS, Hughes Network Systems

### Wednesday, March 17

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**Moderator:** Matthew Mohrbi, General Manager, MSS, Hughes Network Systems

**Speakers:**
- John Corrigan, SVP, Hughes Network Systems
- Jani Lyrintzis, VP Professional Terminal Solutions, Elektrobit
- Henrik Norrevykke, VP Land Mobile Systems, Thrane & Thrane
- David Wood, SE Director Business Development, Qualcomm Technology Customization

### 1:45 p.m. – 3:00 p.m.

#### COTM: More Versatile Packages

Mobile deployable communications are an essential part of any DoD mission. Satellite technology providers are continually pressed to deliver their offerings with more portability, versatility and mobility. Through all of this, one thing is clear: Comms-On-The-Move is here to stay. While initial adoption of the capability was slower than some experts had predicted, COTM today is firmly entrenched as an arrow in the quiver of satellite-enabled communications for military, emergency and other applications. This panel addresses the current requirements and future needs from those on the frontlines, and will answer questions regarding future needs in terms of bandwidth, hardware and software.

### 3:15 p.m. – 4:30 p.m.

#### Public Safety and Homeland Security Applications

Mobile Satellite Services have played a leading role in the response to disasters both in the US and overseas and first responders are a key source of revenue for both existing and new MSS operators. How will use of MSS be changed by the introduction of new capabilities, such as higher speed data communications and dual mode devices? Will the 700MHz D-block eventually provide the impetus to develop wider awareness and use of MSS services within the public safety community?

**Moderator:** Bruce Elbert, President, Application Technology Strategy

**Speakers:**
- Jim Corry, VP Government Solutions, SkyTerra
- Jeff Stern, SVP and GM, Government Solutions, TerreStar

### 4:30 p.m. – 5:45 p.m.

#### Developing the Next Generation of Satellite Tracking Solutions

After years of being confined largely to the commercial vehicle and GMDD safety markets, satellite tracking solutions are emerging in a myriad of new applications, including heavy equipment and fixed asset monitoring, military Blue Force Tracking, flight following, LRIT and personal tracking. Smaller, lower cost chipsets are making satellite connectivity an increasingly attractive proposition, but it still only commands a tiny fraction of the overall Machine-To-Machine (M2M) market. Will satellite M2M be able to break out into a mass market, perhaps in applications such as consumer telematics? Is the cost of satellite capacity still a major constraint? What will be the impact of new mass market chipsets?

**Moderator:** Greg Handermann, CTO, Comtech Mobile Datacom

**Speakers:**
- Steve Edgett, VP Business Development and Strategy, EMS Global Tracking
- Pat Shay, VP Data Division, Iridium Communications
Conference at a Glance

Monday, March 15: Pre-Conference Program

7:30 a.m. - 9:00 a.m.  Rise-n-Shine Coffee Service

8:30 a.m. - 5:30 p.m.
- Communications via Satellite: The Basics
- IP Networking over Satellite
- Fundamentals of Satellite Operations: Geostationary Orbit Achievement, Stationkeeping, Debris Avoidance and Station Changes

9:00 a.m. - 5:30 p.m.
- Engineering 2010: New Solutions for Satellite Services
- Satellite Finance Forum 2010

5:30 p.m. - 7:30 p.m.
- SATELLITE 2010 Welcome Reception

Tuesday, March 16

7:30 a.m. - 8:45 a.m.  Rise-n-Shine Coffee Service

9:00 a.m. - 10:45 a.m.
- The Big Four: Agenda for the Coming Decade (Open to all attendees)

11:00 a.m. - 5:45 p.m.
- Exhibit Hall Open

11:45 a.m. - 1:15 p.m.
- MSUA Pioneer and Innovation Awards Presentation and Luncheon
- The WTA 2009 Teleport Awards Luncheon
- WSBR Flagship And Silent Auction Lunch

1:30 p.m. - 2:45 p.m.
- The Markets You Can’t Miss: Where Satellite Service Providers Will Place Their Bets in the Next Five Years
- New Approaches to Commercial Satcom Procurement: Fulfiling the Needs of the USG and DoD
- Satellite Manufacturing: Beyond Survival Toward Profitability
- 3D TV: Long-term Play or Fad?
- Flying High: Demand for In-Flight Voice and Data Connectivity

2:45 p.m. - 3:00 p.m.
- Refreshment Break In Exhibit Hall

3:00 p.m. - 4:15 p.m.
- The Greening of Teleport: How to Save Money and Impress Your Kids
- UAV and Robots: Taking Satcom to New Places
- The Launch Vehicle Manifesto: New Options for Evolving and Existing Requirements
- MPEG-4 versus MPEG-2: Choosing the Standard that’s Right for You
- VSAT and MSS Go Head-to-Head: What’s Next for Maritime Broadband?

4:30 p.m. - 5:45 p.m.
- In the Land of Giants: When Vendors, Service Providers and Carriers Compete
- The Highest Hurdle: Meeting Military Security Requirements
- Chief Technology Officers: Defining Innovation at the Top of the Pyramid
- The Future of MSS: Views from the Front Lines
### Wednesday, March 17

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<tr>
<td>6:30 p.m. - 10:30 p.m.</td>
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#### 7:30 a.m. - 8:30 a.m.
- Rise-n-Shine Coffee Service

#### 8:30 a.m. - 10:00 a.m.
- New Solutions and New Opportunities: The CEOs Speak Out (Open to all attendees!)

#### 9:00 a.m. - 6:00 p.m.
- Exhibit Hall Open

#### 10:00 a.m. - 10:15 a.m.
- Coffee Break in Exhibit Hall

#### 10:15 a.m. - 11:30 a.m.
- Eastern Europe & CIS: The Phoenix Rises
- Hosted Payloads: A New Model for Commercial/Military Cooperation
- Wireless Backhaul and Integration via Satellite: Helping Terrestrial Operators Expand
- Low Data Rate Video: What’s the Latest and Should Broadcasters Care?
- Creating a Mass Market for MSS: The Role of MSS Equipment Providers

#### 11:45 a.m. - 1:45 p.m.
- Satellite Executive of the Year Award Presentation Luncheon

#### 1:45 p.m. - 3:00 p.m.
- Asia Pacific: The Making of a Mega Market
- COTM: More Versatile Packages
- SCADA/M2M: What Shades of Green?
- Uniting the Faithful: Spreading the Word Universal via Satellite

#### 3:00 p.m. - 3:15 p.m.
- Refreshment Break in Exhibit Hall

#### 3:15 p.m. - 4:30 p.m.
- Middle East and Africa: From Famine to Feast?
- ITAR 2010 and Beyond: Will Obama Make Changes?
- Advanced Satellite Coding and Modulation: A CAPEX-for-OPEX Balancing Act
- Digital Natives and Their Impact on Broadcasting
- Public Safety and Homeland Security Applications

#### 4:45 p.m. - 5:45 p.m.
- Latin America: Reslicing the Pie
- European Milsatcom: Increasing Demands, Uncertain Architectures
- Beyond Satellite Broadband: The Next Generation of High Throughput Satellites
- Developing the Next Generation of Satellite Tracking Solutions

#### 6:00 p.m. - 8:00 p.m.
- Via Satellite’s Satellite Executive of the Year 2009 Reception

### Thursday, March 18

<table>
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<th>Time</th>
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<tr>
<td>8:00 a.m. - 9:00 a.m.</td>
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</tr>
<tr>
<td>9:00 a.m. - 10:30 a.m.</td>
<td>Satellite Broadband: Finally a Credible Competitor in the Marketplace</td>
</tr>
<tr>
<td>10:30 a.m. - 11:00 a.m.</td>
<td>Coffee Break in Exhibit Hall</td>
</tr>
<tr>
<td>11:00 a.m. - 12:30 p.m.</td>
<td>SATELLITE SWOT: Opportunities and Threats for a New Decade</td>
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</tbody>
</table>
Pre-Conference

Monday, March 15
8:30 a.m. – 5:30 p.m.

Communications via Satellite: The Basics
This session is the starting point for the non-technical manager working within the global satellite market. Seminar leader, Dr. Mark R. Chartrand, will present a comprehensive program offering study of the technology and issues surrounding satellites. Find out how satellites fit into the total telecommunications market, who is doing what in satellite communications, major issues and trends in satellite delivered services and what the ambiguous terms, jargon and acronyms used in the satellite business mean.

Speaker: Dr. Mark Chartrand, Consultant

IP Networking Over Satellite
Military, government and commercial enterprises are increasing their use of Internet Protocols (IP) over satellite to support mission-critical applications. These applications must provide timely, reliable and secure information to users in remote locations. This seminar will address the major issues involved in building these networks. Attendees will learn packet switching fundamentals, how the protocols work over satellite and how satellite systems interface with terrestrial internets. Emphasis will be placed on the quality of service and security issues and how to build networks that can support converged video, voice and data applications.

Speaker: Burt Liebowitz, Principal Network Engineer, Mitre Corporation

Fundamentals of Satellite Operations: Geostationary Orbit Achievement, Stationkeeping, Debris Avoidance and Station Changes
This seminar will demystify the workings of satellite operations while entertaining the audience of satellite professionals. Dr. Marshall Kaplan will teach through illustrations, examples and personal lessons learned over the past 40 years. He connects mission types to operational requirements, with special emphasis on geostationary communications satellites. The objective of this seminar is to take each satellite professional on a journey that begins with an explanation of basic satellite operational concepts, through the maze of orbital phenomena and on to today’s issues, such as how to deal with space debris. Every satellite executive, manager and engineer needs to know how these spacecraft work, and this is the opportunity to learn, discuss and ask questions.

Speaker: Dr. Marshall Kaplan, Launchspace

Presented by GVF
New for SATELLITE 2010! GSM backhaul is a massive business for the satellite industry, with no end in sight. GSM and other wireless variants are moving from narrowband toward broadband. What, therefore, is the current and future prospect for satellite backhaul? Indications are that it will be satellite backhaul of WiFi, WiMAX, LTE, M2M. If so, when, where, whom and with what business models?

This one-day Summit aims to answer these questions and examine every angle of the wireless value proposition from technology, services, applications and ROI.

Engineering 2010: New Solutions for Satellite Services
Presented by Via Satellite
9:00 a.m. – 10:00 a.m.

Engineering 2010 Opening General Session: CTOs Speak
CTOs will set the stage for the day of engineering-level discussion with this session focused on the technology that’s driving the future of satellite-enabled communications.

10:30 a.m. – 11:45 a.m.

Combating Interference: Latest Techniques for Identifying and Mitigating the Problem
Satellite interference is a global problem, affecting companies and organizations big and small. Large amounts of time and resources are expended each year combating this problem. This panel will review the different sources of satellite interference as well as global initiatives that have been announced to mitigate satellite interference.

1:30 p.m. – 2:45 p.m.

COTM: Meeting Military Technical Requirements
Satellite engineers who design comms-on-the-move solutions face daunting hurdles in their quest to deliver high speed links robust enough to operate in a battlefield environment. Some of the challenges include: hostile terrain, RF jamming, and smoke. This panel of experts will discuss the engineering challenges to designing reliable comms-on-the-move solutions.

3:15 p.m. – 4:15 p.m.

Securing Your Network: Protecting your Operations, Content and Assets
How secure is your satellite network? What steps should you take to safeguard it and the traffic which goes across it? Exchange ideas with a panel of network security experts and discuss real world problems and solutions. Discussion will include problem areas, network security hardware, and industry best practices.

4:15 p.m. – 5:30 p.m.

Higher Order Modulation Schemes: Trade-offs that Must Be Considered
Modulation schemes have advanced significantly over the last two decades and satellite engineers have more choices at their disposal besides BPSK and QPSK. Although they are advanced, these new modulations schemes still require the engineer to weigh certain factors and make tradeoffs between power, bandwidth, link margin, and antenna size. This panel of experts will review advanced modulation schemes and the various factors that impact their performance.

Register by December 16 to save more than $600!
Satellite Finance Forum 2010

9:00 a.m. – 9:15 a.m.

Welcome and Opening Comments

Speakers: Scott Chase, Chairman, SATELLITE 2010
           Peggy Slye, COO, Futron Corp.

9:15 a.m. – 10:00 a.m.

Financial State of the Industry – Market Trends and Observations

Is market growth slowing? Which customer and market segments are most likely to be affected? Do the market trends point to new and innovative business models and financial practices tailored for the challenges of this market? Leading industry analysts give their perspectives on how these trends will impact the positioning of satellite companies now and for the future.

Moderator: Peggy Slye, COO, Futron Corp.

Speakers: Maury Mechanick, Council, White & Case LLP
           Dara Panahy, Partner, Milbank, Tweed, Hadley & McClory
           Tom Watts, Managing Partner, Watts Capital

10:30 a.m. – 11:45 a.m.

Bankers’ Perspective – Creative Approaches in a Challenging Market

The combination of continuing tight bank and capital markets and strong demand for satellite services has necessitated creative financing solutions. How are satellite companies coping with credit constraints and market uncertainty to get new-generation satellites off the ground? Creative, non-conventional solutions such as condosats and hosted payloads, strategic partnerships and mergers, joint procurements and other joint ventures are being used to help meet the need for more capacity. The world’s leading satellite investment bankers will provide their unique perspectives on the year’s top satellite deals and what this means for the future.

Moderator: Peter Nesgos, Partner, Milbank, Tweed, Hadley & McClory

Speakers: Xavier Bindel, VP, J.P. Morgan
           Billy Goldstein, Managing Director, Investment Banking Division, Macquarie Capital Advisors
           Malcolm Morris, Managing Director, Media Investment Banking, Deutsche Bank Securities, Inc.
           James Murray, Managing Director, Investment Banking Division, Morgan Stanley & Co.

1:30 p.m. – 2:45 p.m.

Future Financial Investments - Where Will the Money Be Going Next?

Credit markets conditions continued to be very challenging in 2009 for the global industry. What new financial strategies are proving most effective? What major changes are anticipated in the near future? How do CFOs of the major operators – and some new players – position their companies most effectively in this market? Key CFOs will address these issues and their perspectives on the year ahead.

Moderator: Tracy Mehr, Managing Director, Jefferies & Company

Speakers: Catherine Guillouard, CFO, Eutelsat
           Michael McDonnell, CFO, Intelsat
           Rick Medlock, CFO, Inmarsat
           Marc Rigolle, CFO, SES

3:15 p.m. – 4:15 p.m.

Balancing Technical and Financial Risk

The satellite industry continued to expand its horizons in 2009 as traditional operators broadened portfolios and new operators/new ventures emerged. What new challenges do these companies face in an environment which remains highly dynamic? How do they adapt their business plans and strategies to address the current market challenges to ensure they meet the needs of diversified customer and investor interests? Insurance providers, new and established operators, and investors offer their views on ways to identify, quantify, minimize and, most importantly, balance financial and technical risks in an evolving industry with increasingly challenging financial market conditions.

Moderator: Hoyt Davidson, Managing Partner, Near Earth LLC

Speakers: Andy Africk, Senior Partner, Apollo LP
           Carol Goldstein, EVP Finance, Odyssey Moon
           Thierry Guilleman, CTO, Intelsat
           Chris Kunstadter, XL Insurance

4:15 p.m. – 5:30 p.m.

CEO Roundtable

Every CEO faces the challenge of sustaining growth and innovation, yet each one must deal with that challenge differently. Our outstanding panel of CEOs from across the spectrum of satellite operators will discuss their own solutions to the challenge, and the opportunities they see to find the money to fund those solutions.

Moderator: Andrea Malèter, Technical Director, Futron Corp.

Speakers: Eric Beranger, CEO, Astrium Services
           Peter Jackson, CEO, AsiaSat
           Matt O’Connell, President and CEO, GeoEye
           Dean Olmstead, President, EchoStar Satellite Services

SATELLITE 2010 Conference

Tuesday, March 16
8:45 a.m. – 10:45 a.m.

The Big Four: Agenda for the Coming Decade

OPEN TO ALL ATTENDEES!

Chief executive officers everywhere have had a tough time weathering the last 18 months, but the road ahead for satellite-enabled communications looks much brighter than it did just a year ago. In this centerpiece opening general session, the top officers of the world’s largest satellite operators chart the road ahead. How much capacity will be enough to satisfy increasing demands for bandwidth and connectivity? What new technology innovations on both the space segment as well as ground equipment sides will keep satellite-enabled communications viable for the next few decades? What are the plans for new on-orbit assets? How will the Big Four maintain their positions at the top of the satellite services pyramid, and what changes can we expect in 2010 and beyond for these market movers?

Moderators: Scott Chase, Chairman, SATELLITE 2010
           Jason Bates, Editor, Via Satellite

Speakers:  Romain Bausch, CEO, SES
           Daniel Goldberg, CEO, Telesat
           David McGlade, CEO, Intelsat
           Michel de Rosen, CEO, Eutelsat

1:30 p.m. – 2:45 p.m.

The Markets You Can’t Miss: Where Satellite Service Providers Will Place Their Bets in the Next Five Years

The mix of business on the world’s satellite networks continues to change. TV and radio contribution and distribution still lead but by an ever-shrinking margin. WTA’s research showed a 25% drop from 2006 to 2008 in the number of service providers generating at least a quarter of their business from broadcast. Taking up the slack is growth in non-linear content distribution, enterprise networking, IP voice and data and mobile backhaul. Satellite service providers are counting on new lines of business and new markets to create tomorrow’s new growth. What will be the most important new geographic, industry or application markets to watch in the next five years? This panel of visionary executives will explain where they are placing their bets and why you should join them.

Moderator:  Maury Mechanick, Counsel, White & Case

Speakers:  Brett Belinsky, Strategy Director, Arqiva Satellite & Media
           Sampath Ramaswami, Sr. Director Strategic Development, North America Division, Hughes Network Systems

New Approaches to Commercial Satcom Procurement: Fulfilling the Needs of the USG and DoD

The list of woes besetting U.S. Government and Department of Defense satellite programs would sound familiar to anybody in the industry – schedule disruptions, spiraling costs, budget challenges, and potential capacity shortfalls. Unlike the commercial sector, however, the USG/DoD can’t merely adjust its financial spreadsheets and defer revenues to a future quarter. It needs the capabilities today, at the lowest cost, greatest flexibility, and widest application possible. How will the USG and its many agencies integrate commercial satcom procurement into its mix of critical must haves? What regulatory and market structures need to be in place to facilitate fair commerce and outstanding results for all involved? What can be salvaged from the protocols of the past, and what needs to be “invented” to move commercial satcom procurement into the second decade of the 21st century?

Satellite Manufacturing: Beyond Survival toward Profitability

Despite the global economic recession, commercial satellite orders have stayed strong, and even some traditional players who seemed to have dropped out of the commercial satellite business have introduced new products. What’s behind these trends? Is this business really “recession-proof”? Will there be more realignment among companies across markets? How are manufacturers addressing the changing nature of government programs? Will ITAR ever be reformed – and what does that mean? Chief executives from the major manufacturers face off in a free-wheeling discussion of how they individually and the satellite industry as a whole can best evolve to accommodate the shifting market, add value to customers, and make a profit.

Moderator:  Andrea Maléter, Technical Director, Futron Corp.

Speakers:  Marshall Byrd, GM, Lockheed Martin Commercial Space Systems
           John Celli, President and COO, Space Systems/Loral
           Evert Dudok, CEO, EADS Astrium
           Michael Larkin, EVP and GM, Space Systems Group, Orbital Sciences Corporation
           Stephen O’Neill, President, Boeing
           Reynold Seznec, CEO, Thales Alenia Space

View the complete conference program and speaker updates online.
3D TV: Long-term Play or Fad?

The development of the 3D TV market is underway, with live events simulcast in theaters already producing revenue and companies beginning to ramp up 3D channels, but what is the long-term viability of this market? This panel will look at the potential market for 3D TV and its impact on satellite players.

Moderator: Mark Holmes, Associate Editor, Via Satellite

3:00 p.m. – 4:15 p.m.

The Greening of the Teleport: How to Save Money and Impress Your Kids

Want to save hundreds of thousands of dollars and impress your kids at the same time? If you are responsible for satellite ground segment, you can do both at once by “going green.” A typical teleport may have energy costs of $1 million per year, and energy prices continue to be unpredictable and rising. A 2009 benchmarking survey of three teleports in the US revealed the opportunity for energy cost savings of 20–40% from implementing short-term changes at minimal cost. The savings opportunity rises through planned retrofits with more energy efficient equipment and opportunities to offset costs with new revenue. And while saving the company money, you just might be helping to save the planet. In this session, you will learn from energy efficiency experts and teleport executives what the opportunities are, how to get started and the best strategies to ensure meaningful results.

Moderator: Bruce Elbert, President, Application Technology Strategy

Speakers: Mary Frost, former CEO, Globecom America

UAV and Robots: Taking Satcom to New Places

The idea that satellite-enabled communications can be effective in untended situations and remote locations is as old as the first VSAT on an oil pipeline. What continues to change is the impact of technology and miniaturization and the expansion of applications in which satellite is perhaps the only possible solution. With unmanned aerial vehicles and combat and rescue robots designed to be “stand off” assets, the demand for secure bandwidth continues to grow exponentially, and a quick look at defense trade headlines indicates more of the same for the future. What is the role for the commercial sector in providing connectivity for government/military UAVs and robots? Is there a public sector market that makes sense? Can the demand seen now and in the future support investment in this growing niche application, or is this a trend that will grow relentlessly?

MPEG-4 versus MPEG-2: Choosing the Standard that’s Right for You

The long-running compression debate continues to rage as advocates of one standard tout its advantages in comparison to the other. The history of satellite-enabled communications has been one of innovation after innovation, but the journey has had its fair share of hardware and software casualties. In an era of constrained budgets and delays on capital expenditures, can a more capable MPEG standard become cost-effective? Does it really make that much difference to the end user? Will the relentless march toward 3D and other mainstream and evolving applications drive MPEG-4 toward universal adoption? On paper, the advantages of MPEG-4 are clear. But in the end, is it worth the cost?

The Launch Vehicle Manifesto: New Options for Evolving and Existing Requirements

The launch vehicle marketplace enters the new decade facing many of the same issues that have hallmarkmed its existence since Early Bird made its epochal flight 45 years ago. The reigning paradox of strong demand coupled with razor-thin margins makes this a business not for the faint of heart. Industry developments, bankruptcies, and the potential departure of some familiar faces complicate the planning process for spacecraft manufacturers and satellite operators. Meanwhile, expanded capabilities from some stalwarts, along with the emergence of potential compelling capabilities from new players – and the stated intention to return to the world market – of others put the once-placid launch services arena into a state of flux. Can customers benefit? What are the best options for launch over the next few years? And how will the launch vehicle providers themselves bring discipline and value to the marketplace?

Moderator: Scott Chase, Chairman, SATELLITE 2010

Speakers: Kjell J. Karlsen, President and General Manager, Sea Launch Company, LLC
Jean-Yves Le Gall, Chairman & CEO, Arianespace
Yim Liming, President, China Great Wall Industry Corporation
Francis McKenna, President, International Launch Services

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In the Land of the Giants: When Vendors, Service Providers and Carriers Compete

Satellite carriers buy each other. Satellite and fiber carriers buy teleport. Teleport operators run global hybrid and local mobile networks. Technology vendors build or buy satellites and become wholesale and retail service providers. As everybody in the business increasingly competes with everybody else, they are throwing the high-bandwidth transmission market into a high state of flux. Extremely tight satellite capacity in most of the world only makes the competition more fierce. In this panel, a group of senior decision-makers at satellite, teleport and technology companies discuss the challenge of developing strategy and executing it in such a fast-changing market. They address the new competitive dynamic between satellite carriers and teleport operators, the invasion of technology vendors into the carrier space and the increasingly hybrid path that communications is following, driven by the continuing technology revolution.

Moderator: Mike Antonovich, President & CEO, Genesis Networks
Speakers: Andreas Georgiou, CEO, Spacenet
Tom Moore, President, ViaSat-1, ViaSat

The Highest Hurdle: Meeting Military Security Requirements

When all is said and done, there are some military, national security, intelligence, and government requirements and applications that simply cannot integrate into the commercial sector. The missions that are too critical, the secrets that are too deep, need a dedicated capacity and infrastructure that sidesteps the commercial arena while relying heavily on the capabilities and expertise resident therein. What role does the commercial market play in meeting military security requirements? How do manufacturers and launch providers prioritize military missions within the context of profitability and attention to core customers? Is there tension in "the system," or has the market responded with enough capability to meet known as well as surge priority requirements?

Chief Technology Officers: Defining Innovation at the Top of the Pyramid

In this era of tight budgets and cost-justified expenses, hedging on research and development funding could be an easy finesse to a difficult economic environment. These days technology has to drive more than excitement – it has to catalyze profitability, customer acquisition and retention, ease of use, extension of services, improvement of availability, and other key business metrics. What are the emerging technologies that have grabbed the attention of chief technology officers in the world satellite-enabled marketplace? Where are they placing their bets? How do the top corporate officers charged with seeing into the future hedge their bets, making sound wagers on the long-term future while guaranteeing continuity of customer service and revenue generation in the short term?

Wednesday, March 17
8:30 a.m. – 10:00 a.m.
New Solutions and New Opportunities: The MSS CEOs Speak Out

OPEN TO ALL ATTENDEES!

Despite the economic downturn, MSS operators have continued to move forward with their plans to develop next generation satellite systems, and so far, the oft-predicted industry consolidation has not emerged. Although underlying revenue growth in the MSS market has remained relatively healthy through the worst of the recession, a radical increase in revenues will be needed if all of the new systems are to provide a return on investment for their investors. Will a mass market for MSS solutions emerge to deliver the growth that operators are seeking? Will demand for ATC spectrum re-emerge, and if so, who will be first to secure a strategic partnership with a leading wireless operator? In the meantime, who will provide the capital that operators are seeking and which of the operators will be best positioned to deliver new services?

Moderator: Tim Farrar, President, MSUA and President, TMF Associates
Speakers: Matt Desch, CEO, Iridium Communications
Jeff Epstein, President, TerreStar
Jay Monroe, Chairman, Globalstar

10:15 a.m. – 11:30 a.m.
Eastern Europe & CIS: The Phoenix Rises

The Eastern European and CIS satcom markets continue to perform. Strategically positioned between Western Europe, the Middle East and Asia, Russia and the CIS are uniquely positioned to become one of the world’s most important satellite communications crossroads. Even the recent credit crisis – which hit the region particularly hard – has not prevented continued gains in key national markets. Attend this panel to hear from leading regional players, who will examine how, when and where the economic recovery is driving new satellite business opportunities.

Moderator: David Hartshorn, Secretary General, GVF

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Hosted Payloads: A New Model for Commercial/Military Cooperation

Once considered anathema, the comingling of commercial with military, imaging, and national security assets on a single spacecraft has become the wave of the future, and that future is now. Technicians, engineers, and executives on the commercial side of the equation see such capacity as a solid tenant and strong revenue stream. On the government side, planners see hosted payloads as an effective and potentially time-sensitive approach to orbiting critical assets without covering all the expense. How do hosted payloads play out over the long term? Can governments and for-profit companies peacefully coexist? And what rights do companies yield when they agree to accommodate payloads far from their core missions?

Wireless Backhaul and Integration via Satellite: Helping Terrestrial Operators Expand

The driving force behind mobile telephony and wireless access is the need for ‘anywhere, anytime’ communications. However, this trend has contributed to a rift in the population between the Haves and the Have-Nots with a large amount of the global population without wireless access, and the introduction of 3G and 4G services worldwide has only served to exacerbate this digital divide. Conversely, these coverage deficiencies for wireless networks have become a significant opportunity for satellite companies to enable rural and remote wireless users via satellite backhaul. What are the business and regulatory concerns to overcome in the expansion of wireless backhaul via satellite? Is there a technology roadmap for wireless technologies such as WiMAX, LTE and HSPA that includes satellite backhaul in the long run? Which regions represent the largest long term opportunities? These and other questions will be discussed during this highly popular session.

Low Data Rate Video: What’s the Latest and Should Broadcasters Care?

If the golden egg of satellite-enabled video communications is access to sufficient bandwidth to accomplish “the mission,” the advent of low data rate video encoding has to be greeted warmly by the industry. Rate scalable video compression can work well for applications such as Internet video, streaming, video telephony, wireless communications, and video databases, among other uses. And, although quality remains an issue, we’re seeing greater and greater use of the different technologies available, especially for newsgathering and news acquisition. And … guess what? The quality is getting a whole lot better. How will the use of low data rate video effect the demand for satellite and terrestrial bandwidth? Will it enhance the effective reach of news gathering by traditional as well as evolving and extended news resources? Do broadcasters really care as long as they’re getting all the content they desire?

Moderator: Dick Tauber, VP, Transmission Systems & New Technology for the CNN News Group

1:45 p.m. – 3:00 p.m.

Asia Pacific: The Making of a Mega-Market

Asia is becoming a world leader in the deployment of cutting-edge satellite services… again. From consumer to enterprise and from SOHO to SME, Asian satellite companies are competing successfully in the delivery of both broadcasting and telecommunications solutions. Asian governments have taken note and are not only considering new rounds of deregulation, but are also funding major satellite-based networks to enable long-awaited “universal service.” This session will deliver progress reports from the top players, as well as insights on where they plan to go from here.

Moderator: Greg Francis, Managing Director, Access Partnership

Speakers: Peter Jackson, CEO, AsiaSat

COTM: More Versatile Packages

Mobile deployable communications are an essential part of any DoD mission. Satellite technology providers are continually pressed to deliver their offerings with more portability, versatility and mobility. Through all of this, one thing is clear: Comms-On-The-Move is here to stay. While initial adoption of the capability was slower than some experts had predicted, COTM today is firmly entrenched as an arrow in the quiver of satellite-enabled communications for military, emergency, and other applications. This panel addresses the current requirements and future needs from those on the frontlines, and will answer questions regarding future needs in terms of bandwidth, hardware, and software.

SCADA/M2M - What Shades of Green?

There has been a lot of talk recently regarding the operational use of satellite in Supervisory, Control and Data Acquisition (SCADA) as well as Machine-to-Machine (M2M) applications. The talk has been amplified by the heightened competition between wireless and satellite solutions and amongst satellite solutions in Ku-band (FSS) and L-band (MSS) in specialized markets such as oil and gas, utilities and transportation verticals, and more so now within government and military organizations as well as in ‘green’ energy markets. The need within these markets for reliable data in controlling...
and monitoring expensive assets that are in transit or at far-flung locations has made satellite an integral part of this growing trend to access regularly and 24/7 the position, location and health of infrastructure. How big is this opportunity and where are the shifts happening in demand? Is this a market for high bandwidth satellite or can it be served by low data rates? This session will seek to answer these and other questions that are related to the SCADA and M2M market.

**Uniting the Faithful: Spreading the Word Universal via Satellite**

Religious broadcasters here and abroad are big consumers of satellite bandwidth and equipment. They are, in many cases, on the front lines of technology developments as they strive to maintain the highest levels of broadcast quality. What does this significant end-user group want from satellite operators in the new decade? How will demand curves and technology updates coincide to keep this group firmly entrenched in the arena of satellite-enabled communications? And how can satellite operators maximize the opportunity that existing and new religious and faith-based networks represent?

**Moderator:** Kevin Eckstrom, Editor, Religion News Service

**3:15 p.m. – 4:30 p.m.**

**Middle East and Africa: From Famine to Feast?**

Following a four-year satellite-capacity drought, new investments promise big supply-side changes in the Middle Eastern and African markets. But the fiber-optic industry has been busy too, with an unprecedented level of under-sea cable deployments. Further, there are whispers of consolidation amongst the wireless operators, which has traditionally been a major source of demand for satellite backhaul capacity. This forum features experts from the wireless, satellite and government sectors and will clarify the short, medium and long-term future of these dynamic regions.

**Moderator:** Simon Bull, Senior Analyst, COMSYS

**Speakers:** Salah Hamza, CTO, Egyptian Satellite Co. (Nilesat)  
Soheil Mehrabanzad, Assistant VP and GM, Middle East/Africa, Hughes Network Systems  
Serge Van Herck, CEO, Newtec

**ITAR 2010 and Beyond: Will Obama Make Changes?**

The sections of the International Traffic in Arms Regulations (ITAR) relevant to commercial satellites and launch vehicles that came into effect about a decade ago continue to stymie the marketplace and create tensions between friends as well as enemies. The Obama administration offers the chance for substantive review of ITAR, and the chance that a “level playing field” can be resurrected. What really needs to change? Has ITAR been the culprit in the decline of market share for the United States, or would increasing capabilities and technologies in Europe, China, India, Brazil and elsewhere have yielded the same result? Who has the lead regarding ITAR revision, and is the industry stepping up to be heard? What are the real prospects for meaningful change in a regulatory regime that most agree needs to be fixed?

**Advanced Satellite Coding and Modulation: A CAPEX-for-OPEX Balancing Act**

The quantum-leap in efficiency brought by advanced coding and modulation technology drives structural changes to the ground segment business of satellite-delivered applications. Sectors and applications using advanced transport and compression technology include HD video distribution and contribution, DTH, satellite broadband and IP trunking/backhaul, telco-cable HITS, SCPC and digital cinema distribution. Although DVB-S2 and MPEG-4 have been widely accepted as the prevalent standards, rising capacity cost and technology evolution are also fostering the use of proprietary techniques such as carrier overlapping and short-block LDPC coding to match new bandwidth-power-latency trade-offs of interactive applications. OPEX savings, however, not necessarily means that service providers always benefit from the use of advanced technology, as collective switching issues and cash constraints can deter service migration to advanced systems. This panel will explore the market for advanced equipment and services in the context of satellite spectrum supply and application-specific demand factors.

**Digital Natives and Their Impact on Broadcasting**

There is little doubt there has been a revolution in the video arena in the last decade. The days of people sitting around in the living room watching scheduled TV are fading, as consumers’ insatiable demand for video content means watching what they want, when they want it and on the platform of their choice. There is greater fluidity, and younger generations are proving more flexible in how they consume their content. These Digital Natives are creating questions along the broadcast chain on how to meet our changing video consumption demands. How can broadcasters meet the needs (and demands) of digital natives? What will they yearn for next?

**4:45 p.m. – 5:45 p.m.**

**Latin America: Reslicing the Pie**

The Latin American market is gaining in complexity. The region’s core national markets – Brazil, Argentina and Mexico – are expanding in parallel with the emergence of upstart satellite operators from Venezuela and,
potentially, Bolivia. Meanwhile, strong satcom network offerings are being made by local interests in Colombia and Chile, as well as throughout Central America and the Caribbean. What impact will these developments have on incumbent broadcast and telecom operators? How are the entrants differentiating their offerings in Latin America’s competitive landscape?

**Moderator:** Cristovam Nascimento, Senior Partner, UNISAT

**Speakers:** Carmen Gonzales-Sanfeliu, Regional Vice President, Latin America & Caribbean Sales, Intelsat

Dolores Martos, Vice President, Sales, Latin America & Caribbean, SES WORLD SKIES

Hugo Miguel, COO & CTO, Tesacom

Pablo Andres Recalt, Regional Sales & Marketing Director, Telespazio Argentina

Miguel Angel Redondo, Commercial & Services Director, Hispasat

Mauro Wajnberg, Chief Marketing Officer, StarOne

**Beyond Satellite Broadband - The Next Generation of High Throughput Satellites (HTS)**

As a rule of thumb, a High Throughput Satellite or HTS such as Hughes’ Jupiter, ViaSat’s ViaSat-1 or Eutelsat’s KaSat is only financially viable when its business case is grounded in meeting capacity demand for a substantial satellite broadband Internet access market. Yet, given the geographic dispersion of satellite broadband subscribers, such an HTS will never be completely “filled” and will likely have excess capacity that can be sold for other services. This session will take a detailed look at these other interesting, and potential lucrative, markets from obvious segments such as corporate VSAT services to less obvious services such as backhaul, mobility applications, SNG and even video distribution or DTH. Can these applications be served using HTS? What are the advantages and disadvantages within each market? A forward looking panel will share its ideas on this intriguing subject.

**European Milsatcom: Increasing Demands, Uncertain Architectures**

In terms of military space, Europe is a very complex jigsaw puzzle. Countries such as the United Kingdom and France are building their own next generation military space systems primarily to address national needs, with trans-European requirements getting second billing. How will they all piece together? While European integration is being pushed as hard as ever politically, will an integrated European military space strategy evolve as a result? With bandwidth demands in places like Afghanistan and Iraq still increasing dramatically, a lot of these new systems will have to pick up the slack. In this panel, we examine the next generation military systems being built across Europe and the importance of these systems, both for individual nations, as well as Europe as a whole.

**Moderator:** Mark Holmes, Associate Editor, Via Satellite

**Speakers:** Malcolm Peto, CEO, Telecom Services, EADS Astrium Services UK Ltd.

➤ **Thursday, March 18**

**Satellite Broadband: Finally a Credible Competitor in the Marketplace**

Long and painstaking efforts by the industry and operators are beginning to pay off for satellite broadband. All over the world, innovative systems are penetrating the established domains of cables and ADSL, in addition to serving those customers who have currently no alternative. That this effort has not slowed down despite the global recession is a true testimonial to the resilience and ingenuity of the entrepreneurs involved. Multi-beam operation is now the favored approach. Ka-band is almost universally accepted as the ideal band although Ku-band systems, both old and new, also are holding their own in certain markets. As many as three high-capacity satellites are in production and will soon bring the benefits of lower cost and higher speeds on both sides of the Atlantic. And, finally, the user equipment industry continues to deliver technically and financially attractive products. Leading executives and entrepreneurs will present in this plenary session their views, achievements, lessons learnt and plans for the future.

**Moderator:** D.K. Sachdev, President, SpaceTel Consultancy

**11:00 a.m. – 12:30 p.m.**

**SATELLITE SWOT: Opportunities and Threats for a New Decade**

The satellite-enabled marketplace has seen its share of threats over the years, even as technology and demand have conspired to keep the orbital option economically viable and “infrastructure sound.” At the start of a new decade, evolving network architectures and the relentless expansion of wireless and other capabilities, coupled with declining costs and enhanced services, once again loom as a competitive challenge. What are the technologists doing to keep satellite alive and well into the future? What new developments will broaden the pool of potential and actual users of space-based communications assets? And beyond the 15-year lifetimes of satellites being built and launched today, what does the future look like five and ten years downstream for this sector?

**Moderator:** Jason Bates, Editor, Via Satellite

**Speakers:** Roger Rusch, President, TelAstra

Keith Volkert, Founder and CEO, Satellite Consulting, Inc.

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<tr>
<td>Exhibit Hall with MSUA Pavilion on Tuesday-Thursday, March 16-18</td>
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<td>Welcome Reception, Monday, March 15</td>
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<tr>
<td>Satellite Executive of the Year Luncheon on Wednesday, March 17</td>
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<td>Satellite Executive of the Year Reception on Wednesday, March 17</td>
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<tr>
<td>SATELLITE 2010 Conference Proceedings CD-Rom (shipped 6 weeks after event)</td>
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</tbody>
</table>

Please select your Pre-Conference Program (required):
☐ Satellite Finance Forum 2010
☐ Communications Via Satellite: The Basics
☐ IP Networking Over Satellite
☐ Fundamentals of Satellite Operations
☐ Hybrid Service Innovation
☐ Engineering 2010: New Solutions for Satellite Services

SATELLITE 2010 Individual Conference $1499
Military Discount rate: $999

☐ Two-Day Forums $1279 $1529 $1699
Military Discount: $899

☐ Your choice of Two-Day Forum on Wednesday, March 16-17
☐ Exhibit Hall with MSUA Pavilion on Tuesday-Thursday, March 16-18
☐ General Sessions on Wednesday, March 17 and Thursday, March 18
☐ Welcome Reception, Monday, March 15
☐ Satellite Executive of the Year Luncheon on Wednesday, March 17
☐ Satellite Executive of the Year Reception on Wednesday, March 17
☐ SATELLITE 2010 Conference Proceedings CD-Rom (shipped 6 weeks after event)

☐ Pre-Conference Program $999 $1259 $1399
Military Discount: $999

☐ Your choice of Pre-Conference Program on Monday, March 15
☐ Exhibit Hall with MSUA Pavilion on Tuesday-Thursday, March 16-18
☐ General Sessions on Tuesday-Thursday, March 16-18
☐ Opening Session Tuesday, March 16
☐ Welcome Reception, Monday, March 15

Please select your Pre-Conference Program (required):
☐ Satellite Finance Forum 2010
☐ Communications Via Satellite: The Basics
☐ IP Networking Over Satellite
☐ Fundamentals of Satellite Operations
☐ Hybrid Service Innovation
☐ Engineering 2010: New Solutions for Satellite Services

☐ Exhibit Hall Only FREE FREE FREE $89
Includes:
☐ Exhibit Hall with MSUA Pavilion on Tuesday-Thursday, March 16-18
☐ Welcome Reception, Monday, March 15
☐ Opening General Session Tuesday, March 16

3. Co-Located Conference

<table>
<thead>
<tr>
<th>Early Bird</th>
<th>Late Advance</th>
<th>On-Site</th>
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<tbody>
<tr>
<td>MSUA 7</td>
<td>$525</td>
<td>$635</td>
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<tr>
<td>SATELLITE 2010 – Pre-order–will ship 6 weeks after event</td>
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<td>SATELLITE 2009 – ships within 1 week</td>
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<td>SATELLITE 2008 – ships within 1 week</td>
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Tuesday, March 16-Wednesday, March 17

4. Networking Events

MSUA Innovation and Pioneer Awards Luncheon
11:45 a.m.–1:15 p.m. Tuesday, March 16, 2010
☐ $65
*One ticket is included with MSUA-7 registration

WTA 2009 Teleport Award Luncheon
11:45 a.m.–1:15 p.m. Tuesday, March 16, 2010
☐ $35

5. Order Conference Proceedings

Conference Proceedings CD-Rom (Includes shipping)
I would like to add the following Conference Proceedings to my registration:
☐ SATELLITE 2010 – Pre-order–will ship 6 weeks after event
☐ SATELLITE 2009 – ships within 1 week
☐ SATELLITE 2008 – ships within 1 week

6. Calculate Total Due

Registration Fee $______ + Networking Events $______ +
Conference Proceedings $__________ = TOTAL $__________

*If the total due does not accurately reflect the current purchase price, show management reserves the right to charge the correct amount.

7. Payment Information

☐ Check: #______________ is enclosed.
Please make check payable in USD to Access Intelligence, LLC/SAT10

☐ Credit Card:
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number ____________________________
Expiration Date __________
Signature ____________________________

☐ PO or Federal Government Voucher SF182____________ (please attach PO or voucher)

☐ Wire Transfer – Note: For all wire transfers and foreign currencies, add $75 USD processing fee.

Wachovia (AKA First Union)
7901 Wisconsin Ave., Bethesda MD 20814
ABA: 0503201
Acct. # 2044002897673
SWIFT Address: PNBUPUS3
Beneficiary: Access Intelligence, LLC-REF: SAT10

Wachovia (AKA First Union)
7901 Wisconsin Ave., Bethesda MD 20814
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SWIFT Address: PNBUPUS3
Beneficiary: Access Intelligence, LLC-REF: SAT10

SATELLITE Team Conference Discounts
2-6 registrants from the same company: 10% off
7-12 registrants from the same company: 15% off
13 or more registrants from the same company: 20% off
25 or more, please contact us:
register@SATELLITE2010.com or +1-301-354-1778

Note: For all wire transfers and foreign currencies, add $75 USD processing fee.

Wachovia (AKA First Union)
7901 Wisconsin Ave., Bethesda MD 20814
ABA: 0503201
Acct. # 2044002897673
SWIFT Address: PNBUPUS3
Beneficiary: Access Intelligence, LLC-REF: SAT10

SWIFT Address: PNBPUS33
8. **Your Profile**

1. How many years have you attended the SATELLITE Conference and Exhibition?
   - [ ] First Time
   - [ ] 1 year
   - [ ] 2 years
   - [ ] 3-5 years
   - [ ] 6-10 years
   - [ ] 11-15 years
   - [ ] 16-20 years
   - [ ] 21-25 years
   - [ ] 26-30 years
   - [ ] 31-35 years
   - [ ] 36-40 years
   - [ ] 41-45 years
   - [ ] 46-50 years
   - [ ] 51+ years

2. Please indicate your company or organization’s primary business: (select one)
   - [ ] Broadband Services
   - [ ] Broadcast and Cable
   - [ ] Business/Information Services
   - [ ] End User (Corporate/Commercial/Industrial)
   - [ ] Satellite Industry
   - [ ] Technical Services (Engineer/Design)
   - [ ] Military or Government Agency or Organization
   - [ ] Foreign or Domestic, Federal/State/Local
   - [ ] Private

3. What best describes your job title? (check only one)
   - [ ] Corporate Management
   - [ ] CFO
   - [ ] Engineering Management
   - [ ] Operations Management
   - [ ] Purchasing Management
   - [ ] Communications Management
   - [ ] Network Management

4. What is your role in the purchase of products and services? (select one)
   - [ ] Final decision-making authority
   - [ ] Evaluate
   - [ ] Recommend or provide user input
   - [ ] Specify

5. What is your company or organization’s annual budget?
   - [ ] less than $100,000
   - [ ] $100,000-1,000,000
   - [ ] $1,000,001-$2,000,000
   - [ ] $2,000,001-$5,000,000
   - [ ] $5,000,001-$15,000,000
   - [ ] $15,000,001-$25,000,000
   - [ ] $25,000,001+1

6. Number of locations for your company/organization:
   - [ ] 1
   - [ ] 2-10
   - [ ] 11-50
   - [ ] 51-200
   - [ ] 201-500
   - [ ] More than 500

7. What products do you plan on purchasing in the next 12 months? (check all that apply)
   - [ ] Broadcast Satellite Services
   - [ ] Transmission Services – Voice
   - [ ] Transmission Services – Data
   - [ ] Transmission Services – Video
   - [ ] Transmission Services – Hybrid
   - [ ] Cable/Connectors
   - [ ] Engineering Services
   - [ ] IP Networking
   - [ ] RF/Microwave Components
   - [ ] Networking Management – Hardware, Software
   - [ ] Test Equipment, Simulator – Hardware, Software
   - [ ] Amplifiers – C-Band
   - [ ] Amplifiers – Ka-Band
   - [ ] Amplifiers – Ku-Band
   - [ ] Amplifiers – L-Band
   - [ ] Amplifiers – X-Band
   - [ ] Amplifiers – DBS
   - [ ] Amplifiers – Low noise
   - [ ] Amplifiers – Millimeter-wave
   - [ ] Amplifiers – Klystron
   - [ ] Amplifiers – SSPA
   - [ ] Amplifiers – TWTA
   - [ ] Modems
   - [ ] Multiplexers
   - [ ] Up Converters
   - [ ] Down Converters
   - [ ] Transceivers
   - [ ] Receivers
   - [ ] Transmitters
   - [ ] Encoders
   - [ ] Decoders
   - [ ] Modulators
   - [ ] Demodulators
   - [ ] Terminals
   - [ ] Switches
   - [ ] Routers
   - [ ] Antennas – C-Band
   - [ ] Antennas – Ka-Band
   - [ ] Antennas – Ku-Band
   - [ ] Antennas – L-Band
   - [ ] Antennas – X-Band
   - [ ] Antennas – Downlink
   - [ ] Antennas – Uplink
   - [ ] Antennas – DBS/DTH
   - [ ] Antennas – Earth Station
   - [ ] Antennas – Fly-away
   - [ ] Antennas – Marine Stabilization
   - [ ] Antennas – Simulcast
   - [ ] Fiber Optic Links
   - [ ] Simulator
   - [ ] Signal Transmission Management
   - [ ] Compression
   - [ ] Content Security/Encryption Technology
   - [ ] Forward Error Correction Software
   - [ ] IP Encapsulators
   - [ ] Performance Enhancing Proxies
   - [ ] Statistical Multiplexers
   - [ ] Financial Services Support
   - [ ] Transport, Energy, Utility Sectors Support
   - [ ] Remote Sensing, Imaging
   - [ ] Mobile Data Services
   - [ ] Satellite Networks
   - [ ] None of the above for the entire question.

8. **Your VIP Code:**

9. **Free Subscriptions**

   [ ] Yes, I wish to receive/continue to receive a subscription to **Via Satellite**.

   [ ] No

   [ ] Yes, I wish to receive/continue to receive a subscription to **Satellite Today Daily News Feed**.

   [ ] No

To learn more about our entire suite of satellite products including leading directories, web sites/online products as well as a complete listing of publications please visit [www.satellite.today](http://www.satellite.today)

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**Registration Terms and Conditions**

CANCELLATIONS: Cancellations must be made in writing. Cancellations made after September 30, 2009 will be subject to a cancellation fee of $750. Registrants who do not cancel prior to January 15, 2010 will be liable for full registration fee. Non-payment or non-attendance does not constitute cancellation. If for any reason, Access Intelligence decides to cancel or postpone this conference, Access Intelligence is not responsible for covering airfare and other travel costs incurred by clients. No refunds will be granted prior to the event or after March 31, 2010. Refunds due to registrant error will be subject to a $150 processing fee.

SUBSTITUTIONS: Substitutions may be made at any time for confirmed registrants. Notice of substitution must be made in writing and sent to: SATELLITE 2010, c/o CDS, 107 Waterhouse Road, Bourne, MA 02532 or register@SATELLITE2010.com.

AGE POLICY: No one under the age of 18 is permitted to register for or attend SATELLITE 2010.

QUESTIONS: If you need assistance, please contact SATELLITE 2010 customer service at 800-915-9803 or +1-508-743-6012.