

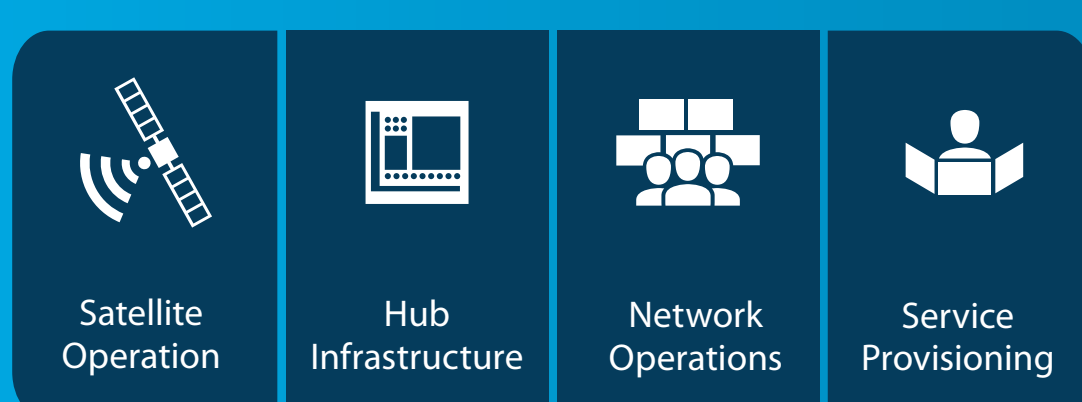
HTS BUSINESS MODELS

NEW OPPORTUNITIES FOR SATELLITE OPERATORS AND SERVICE PROVIDERS

HTS is changing the way capacity is being brought to market. Instead of traditional wide-beams, HTS satellites encompass multi spot beams with varying sizes, throughputs and functional capabilities. Your future success will rely on a blend of traditional and new business models to serve the market.

VERTICALLY INTEGRATED MODEL

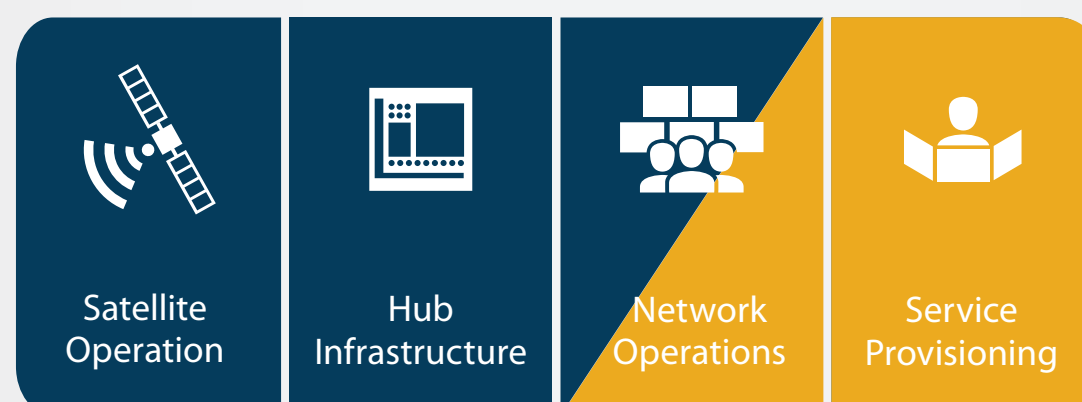
A satellite operator owns and operates the entire value chain: the satellite, teleport, hub infrastructure, network operations, service provision and customer relationships.



BENEFITS – SATELLITE OPERATOR
Higher margin potential, but with greater total investment.

MANAGED SERVICE MODEL

A satellite operator owns and manages the majority of the satellite infrastructure. Service providers have certain control over their network and manage a bandwidth pool (partially managed model) or simply sell pre-defined services and manage customer relationships (fully managed model).



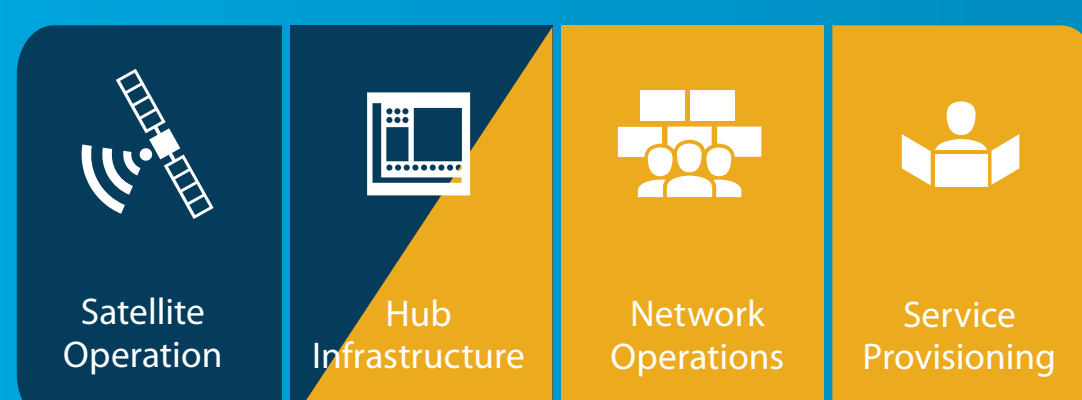
SATELLITE OPERATOR
Lower OPEX with service providers taking on more network operations and service provisioning tasks (in partially managed service models).

– BENEFITS –

SERVICE PROVIDER
Fully managed model decreases costs and increases time to market; while partially managed model offers greater network control and bandwidth management.

VIRTUAL NETWORK OPERATOR MODEL

A satellite operator leases bandwidth and partial hub infrastructure. The service provider establishes HTS service and has full control of its own network and end user.



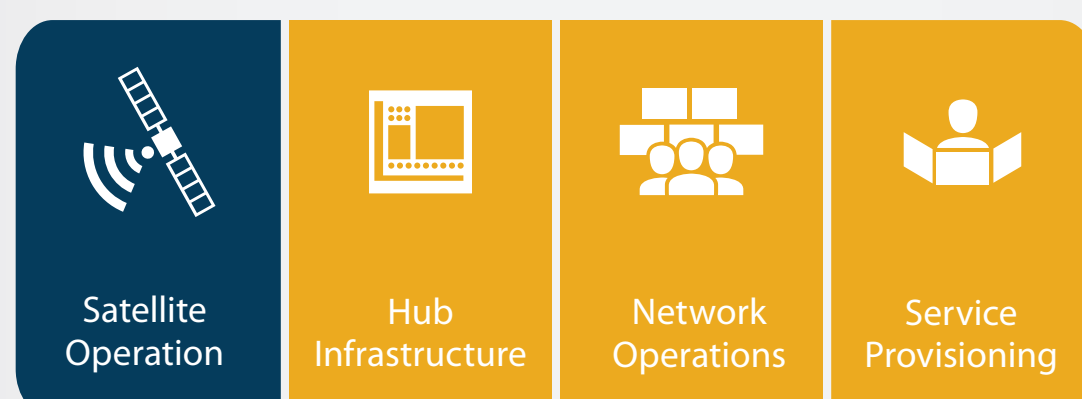
SATELLITE OPERATOR
Lower OPEX as service providers take on full network operations.

– BENEFITS –

SERVICE PROVIDER
Greater flexibility to tailor your service levels in response to customer demand.

HUB CO-LOCATION MODEL

A satellite operator allows a service provider to co-locate hub infrastructure in its teleport.



SATELLITE OPERATOR
Able to establish an accelerated path to market and lower OPEX by gaining access to service providers that are ready to purchase significant amounts of HTS bandwidth.

– BENEFITS –

SERVICE PROVIDER
Greater control and higher margins; Increased investment in infrastructure provides more flexibility to dictate service levels.

THE iDIRECT ADVANTAGE

For both satellite operators and service providers, flexibility comes in both the ability to minimize risk and move with ease and speed based on varying market dynamics.

- Universal hub and single management system for all networks.
- Infrastructure that can scale with demand.
- Easy to use, easy to deploy terminals engineered to meet distinct end user needs.

iDirect's platform is built to support all business models, which provides choices for capitalizing on all opportunities.