



X SAT and Addvalue form business alliance for Addvalue's BGAN Solution

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Powerful Satellite-Based Communications for the Middle East and Africa

PR9.NET September 06, 2007 - Dubai, UAE - Telecoms solutions providers, X SAT, and Singapore-based Addvalue Communications Pte Ltd, a wholly-owned subsidiary of Addvalue Technologies Ltd, have signed a master distribution agreement paving the way for X SAT to become a Master Distributor and roll out Addvalue's SABRE 1 Satellite terminal across the Middle East and Africa.

The SABRE 1 Satellite terminal is a highly portable terminal, equipped with a robust design that delivers all-rounded performance. The solution offers cost-effective voice and high-speed data (up to 492 kbps) for remote corporate network access via Inmarsat network.

As part of the agreement, X SAT FZE will offer the Inmarsat-based solution through its distribution channels, market the product and provide after-sales and technical support through X SAT's current regional repair centre located in the UAE.

"This is an ideal union, bringing together Addvalue's innovative solutions with our technical background and our strong understanding of the markets which we are going into," said X SAT's General Manager Gleb Larionov.

The new alliance with Addvalue reinforces X SAT's growing commitment to the BGAN business. With Addvalue's SABRE 1, which runs on Inmarsat's BGAN platform, X SAT will enhance its services which targets mobile users in need of reliable telecommunications in areas with poor or non-existent infrastructures. The BGAN's overall benefits include global coverage, simultaneous voice and broadband data, a high level of portability and adaptability over a broad range of solutions.

In addition, X SAT will promote AddValue's SABRE 1 hardware among existing Inmarsat Distributors in the region.

Mr. Larionov asserted that the SABRE 1 enhances X SAT's growing service portfolio of mobile satellite services and telecommunications solutions. Operating out of their two principals offices, in the UAE and Cyprus, X SAT provides services across the Middle East, Africa, Europe, CIS and the Americas.

"We believe the Addvalue SABRE 1 satellite terminal is a versatile terminal supported by a wide range of Addvalue's accessories, designed to meet customers' needs for broadband satellite-based telecommunications," said Dr. Colin Chan, Chairman and CEO of Addvalue.

Dr. Chan added that the business alliance with X SAT will facilitate the expansion of Addvalue's market segments through a reliable and robust distribution network. "We are pleased with the partnership, and believe X SAT is the right partner to penetrate remote markets that are in great need for our terminals."

He further elaborated that Addvalue's other BGAN-based product, the BGAN Core Module which enables developers to rapidly and economically implement their own specialized BGAN network compatible devices, is adaptable and can be integrated into a wide range of solutions, including military, telemetry, tracking and surveillance requirements.

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About BrandMoxie

BrandMoxie is a leading advertising agency in Abu Dhabi, UAE. It is a full service agency that specialises in branding, strategy and marketing consulting.

Phone: 009712-4451306
FAX: 009712-4451308
Website: <http://www.brandmoxie>
E-Mail: info@brandmoxie.com
Address: Abu Dhabi
UAE