



# If you build it, will they come? Cellular and Satellite

GVF - London

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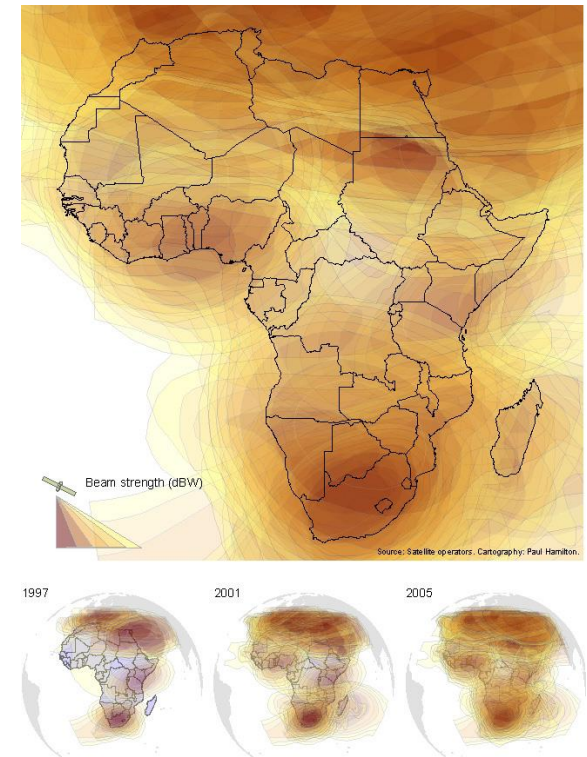


- Who we are
- The Challenge
- The Field of Dreams
- Satellite and Cellular – Chalk and Cheese
- Solution?

- Mark Briggs – Commercial Director M2i
  - Over 15 years in Cellular market, including O2 Telefonica and Vodafone
  - Focused on remote and rural Cellular
- Ben Ash – Sales Manager ip.access
  - Over 15 years in Cellular/Defence markets, including Agilent and Cobham
  - Focus on niche applications for femtocells

# The Challenge

- There is a glut of capacity over certain parts of the world
- That glut coincides with areas with low to no Cellular service
- Cellular operators are desperate for growth > this is an area of potential growth
- Cellular operators are scared of Satellite



A wide-angle photograph of a cornfield at night. The rows of corn stretch far into the distance, illuminated by a bright full moon that hangs low in the dark blue sky. Numerous stars are visible, scattered across the upper portion of the frame. The overall mood is serene and expansive.

IF YOU BUILD IT,  
THEY WILL COME.

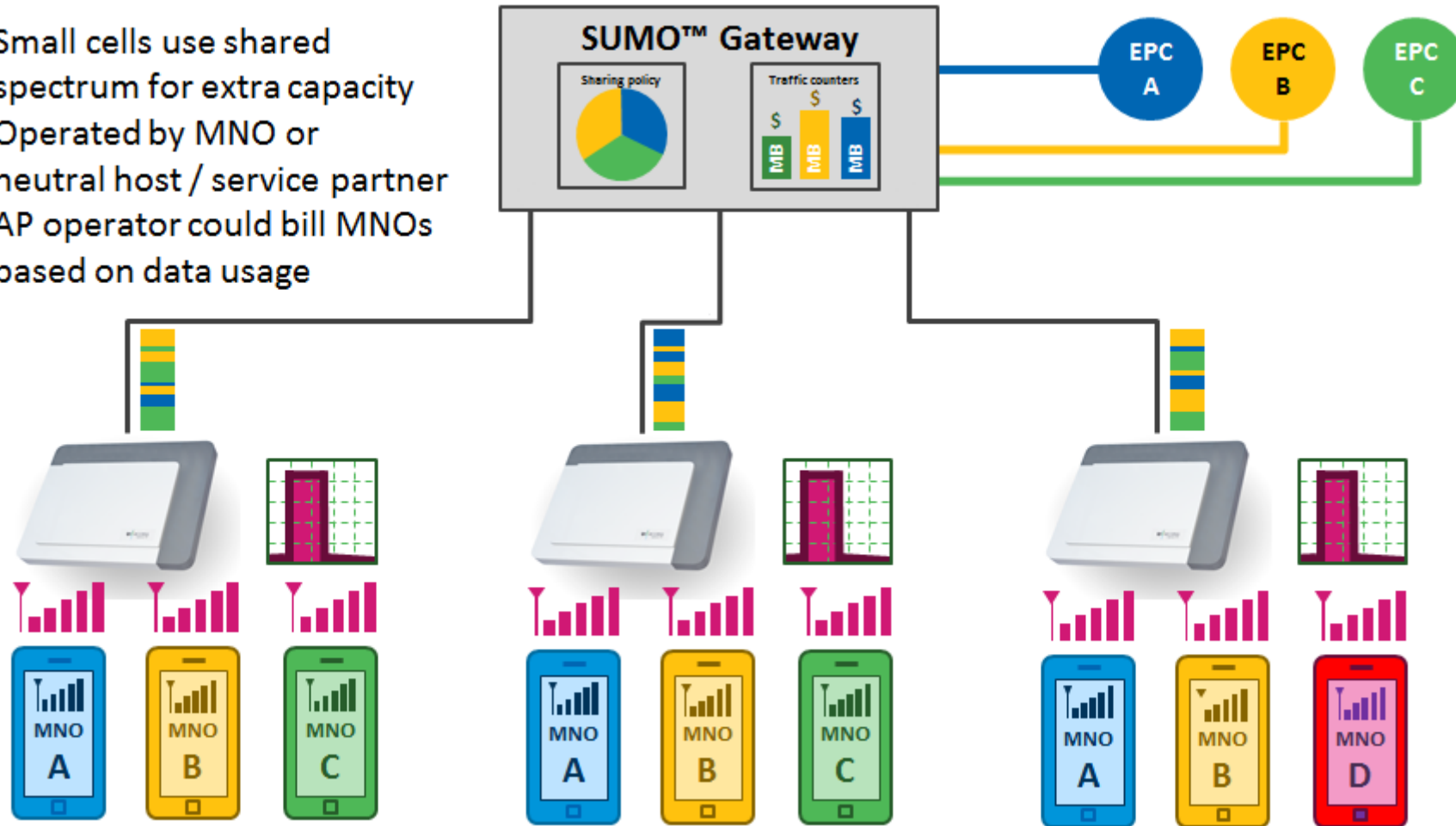
# The Solution



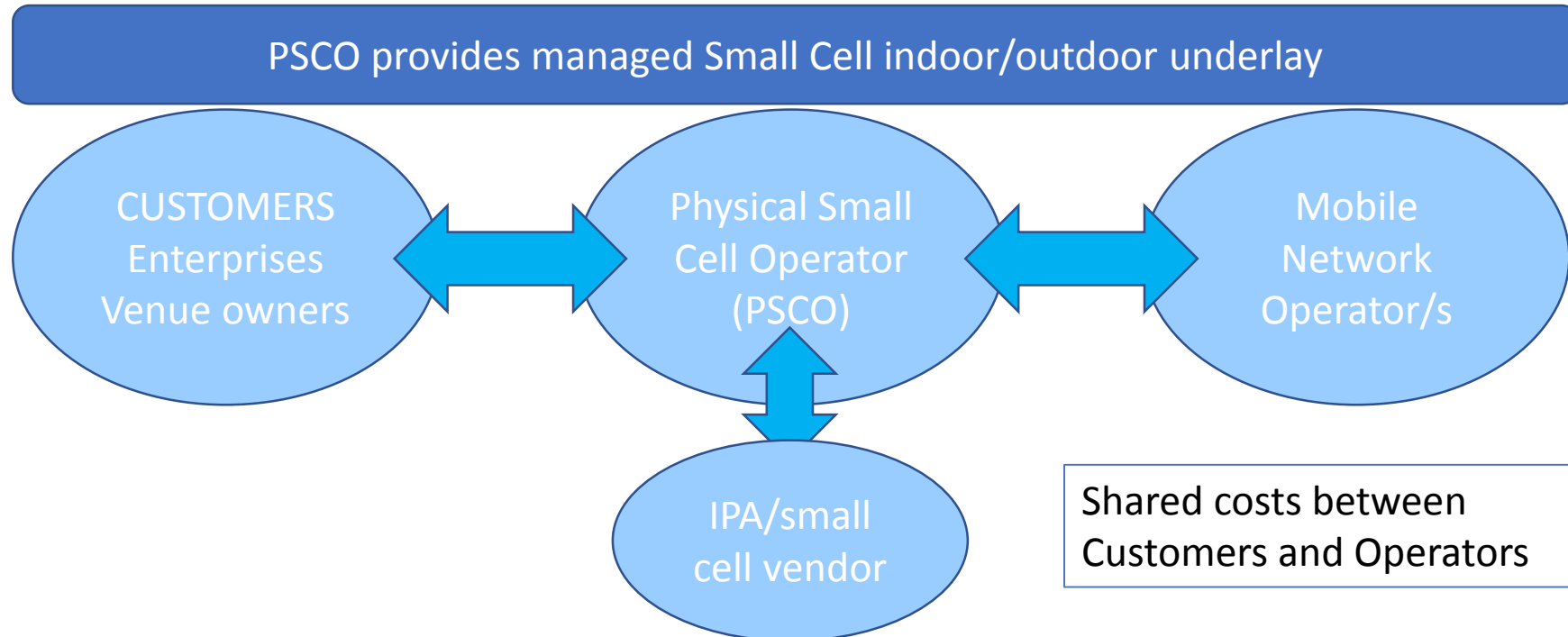
- Talking the same language as Cellular operators
- Don't just be a pipe, be the service.
- Take the lead. Turn the value proposition inside out
  - Bring the operators to the users, don't want for them to approach Satellite vendors for backhaul
  - What's the value to the operator in being 'out there'?

# Neutral Host / Shared Spectrum

- Small cells use shared spectrum for extra capacity
- Operated by MNO or neutral host / service partner
- AP operator could bill MNOs based on data usage



# Small Cell Network Operator

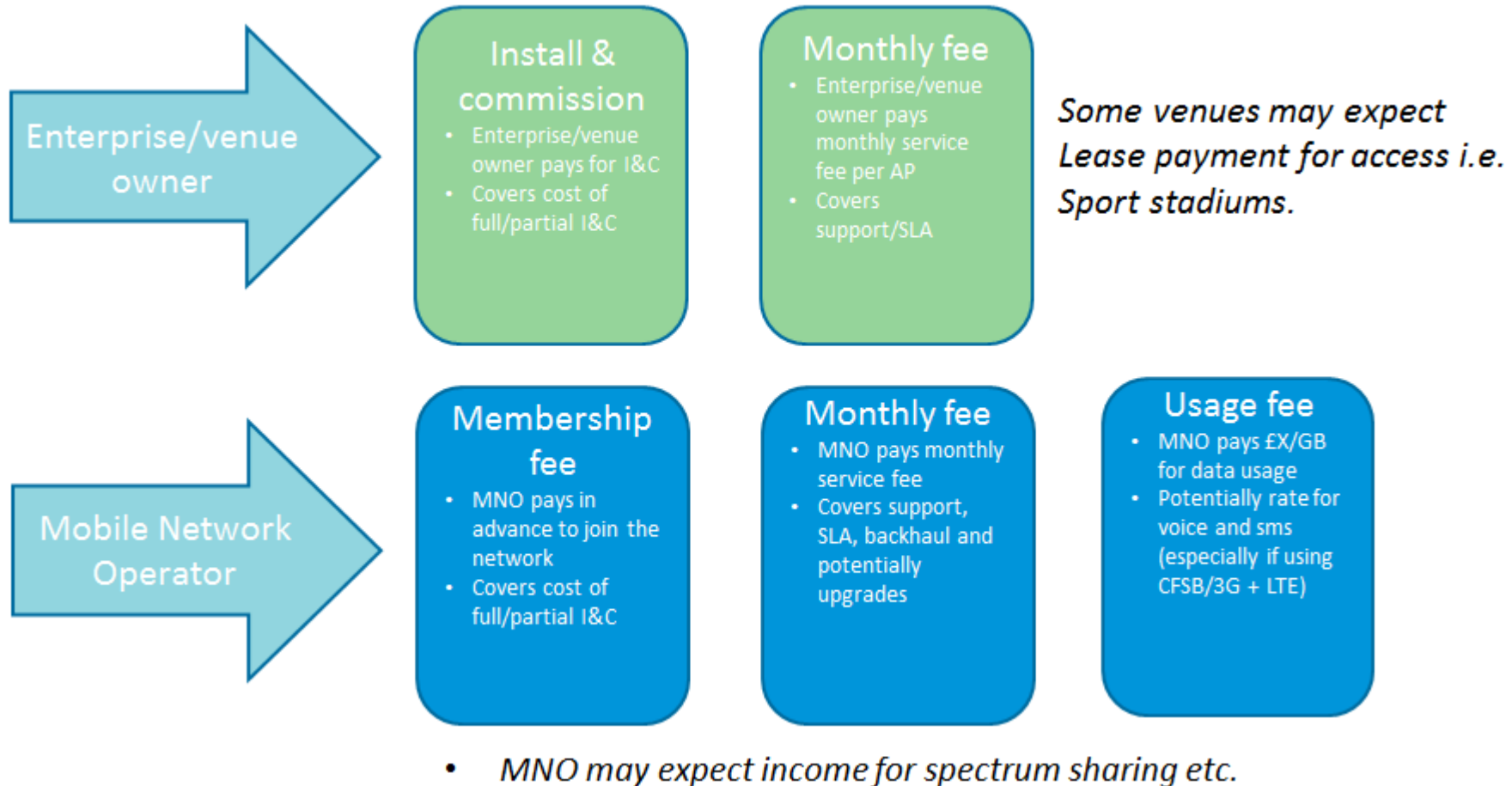




# Small Cell Network Operator



## Potential Revenue Sources for small cell Neutral Host Operator



Thanks for your time