



# **FORSWAY™**

## **SMART CONNECTIVITY**

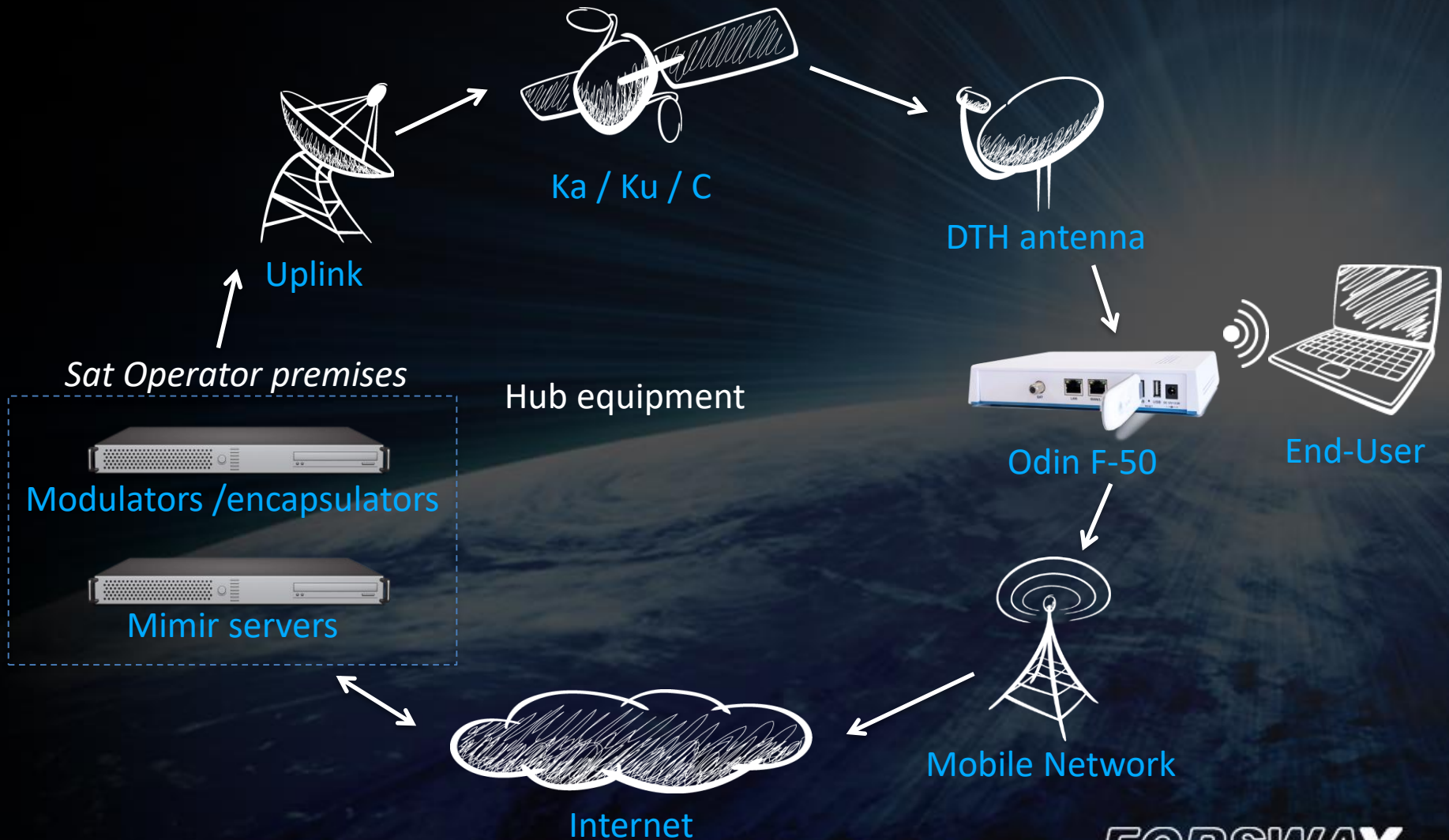
**FORSWAY SCANDINAVIA AB**

**Mobile Connectivity, London, 27 Feb 2019**

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## Existing technologies - Broadband access - Affordable





# Projects for connected vehicles

## Beijing



## Cape Town



Starting 2019

ESA 5G

"Satellite Assisted 5G for Vehicles"

## OPPORTUNITY

# Commuter market

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- Minibus Taxis, South Africa: 25% of population use most days, 250-300K vehicles, >3K people / vehicle / month, 65 mins/day/passenger...-→ HUGE market
- Purchasing power per end user: Low
- HW cost per vehicle today: High
- Satellite bandwidth cost today: High, but coming down



# OPPORTUNITY

## Keys for unlocking?

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### What can Forsway do today?

Offer *hybrid*, i.e. a solution based on receive-only antennas. However, it seems like the total solution still is too expensive

### New antenna initiatives

- Two-way antennas: USD 15 Commercially available 2020
- Other antennas, drastically reduced cost (70 to 95 per cent)
- Receive-only antennas?

### Innovative business models

- MNO's as "distributors"
- SDN... "cooperation between fleets and, therefore, between satellite operators" (Susan Bull , Comsys)
- Cost of satellite capacity?
- Advertising, sponsoring,....or is it ultimately a too low-end market?