

# Communications solutions driving sustainable innovation

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# Connectivity Trends



**3.6**

Billion unique mobile subscribers in 2014

**2.9**

Billion smartphone connections in developing world by 2020

**10x**

Increase in mobile data traffic by 2019

**255**

Live mobile banking projects across 89 countries

Source: *GSMA: Global Mobile Economy Report 2015*

# Why need satellite communications?



**30%**

Of the population have no access to 3G cellular coverage

**Global coverage**

**Uniform service delivery**

**Reliability & availability**

# Satellite industry and the future of humanitarian initiatives?

## Innovation through partnership

- › Satellite as connectivity enabler – the 'pipe' for connectivity anywhere your projects are located
- › Working with key solutions providers to drive innovation and provide 'end-to-end' solutions for service users.
- › Inmarsat certifies 3<sup>rd</sup> party solutions as ready for use over our network – a perfect combination

## Examples

- › [Safe Triage](#) – eHealth application for remote patient data gathering
- › [Parrot's Bebop Drone](#) – gather live aerial video footage – aiding situational awareness for disaster response
- › [ANSUR ASIGN](#) - situational awareness application to help quickly analyse large photo and video files





# Satellite industry and the future of humanitarian initiatives

## Investing in future services

- > Our new global Ka-band service enabling high speed broadband data anywhere you need to deploy:
  - > Ultrafast data rates for HD streaming and large file transfer
  - > Easily transportable and sets up in minutes
  - > Subscription rate plans to keep costs predictable and controllable
  - > Consistent service provision throughout your entire operation
- > Further evidence of our commitment to innovation



# Connectivity: Key to Aid & Development

**Inmarsat  
signs Crisis  
Connectivity  
Charter**

Reaffirming our commitment to enabling connectivity in humanitarian emergencies.

# Partnerships in action

Inmarsat: Key member of UKSA funded consortium  
Focus on satellite technologies as enabler for sustainable development



## UKSA

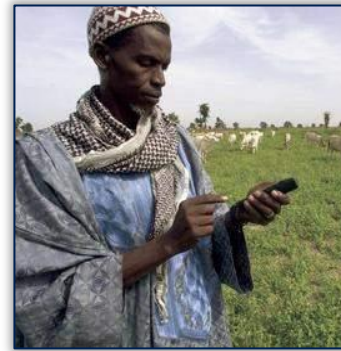
The [UK Space Agency](#) announced seven new space projects in 2015, funded through the International Partnerships Space Programme (IPSP).

Each project will see UK companies working with international partners to develop satellite technology in emerging markets



## Maternal health

Inmarsat is working with international partners in **Nigeria** to deliver maternal and child health services to 50 physically and technologically disconnected rural communities.



## Remote banking

Inmarsat is working in partnership with the Equity Bank Group to help deliver financial services to 200 sites across **Kenya**, extending financial inclusion to the 'unbanked' and 'unconnected'.



## Digital economies

Working alongside the Satellite Applications Catapult

Investigating additional cases for services in other areas of Sub-Saharan Africa to help grow inclusive digital economies.

# Satellite in action: eHealth

**70**  
Patients referred  
for further  
treatment

**Remote  
telemedicine trial  
in Benin**

**900**  
Children and  
their families  
helped

**Inmarsat's BGAN  
Link enabled live  
patient data capture**

**Identify and treat  
chronic conditions in  
vulnerable population:**

- > **Diabetes**
- > **Hypertension**
- > **Hypoglaecemia**





# Satellite in action

## Other activities



### Planet Water Foundation: World Water Day

- > 24 water towers
- > 24 rural Cambodian villages
- > 24 hours

**Planned again for 2016 in 5 countries**



### Amazonian Pre-natal care

eHealth project with TSF and local charities to bring effective pre-and post-natal care to rural Amazonian villages



### Entrepreneurship: Ampion's Venture Bus

3-month long programme across Africa designed to stimulate local startups through the business expertise of volunteers

# Thank You

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