



SHAPING IRELAND'S FUTURE

COMMUNICATIONS FOR
THE SMART ECONOMY

The Conrad Hotel
Tuesday 13 October, 2009

Mike Fitzgerald
Altobridge





ALTOBRIDGE

Cutting the Cost of Communications

October 2009

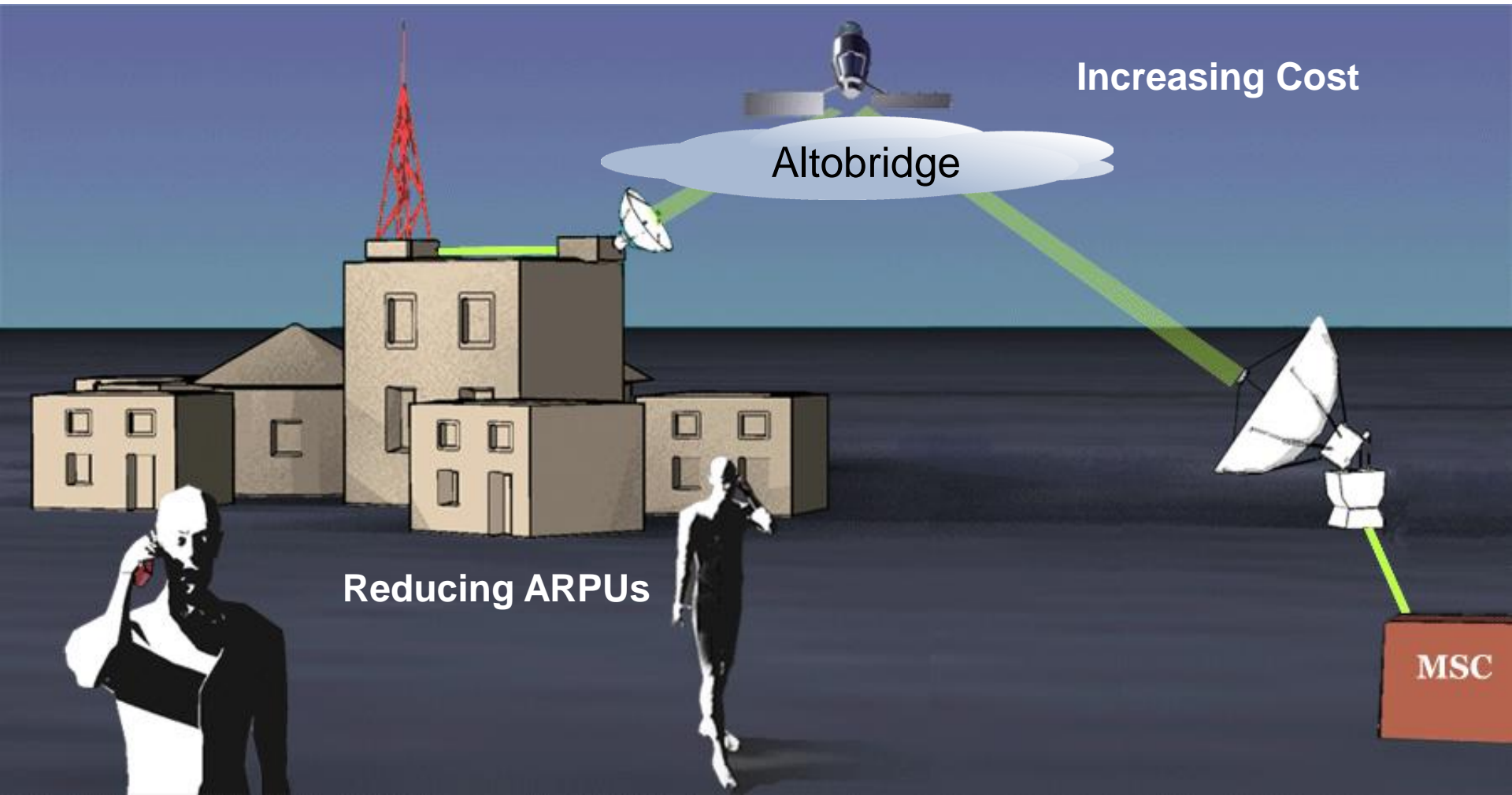
Lessons for ICT Start-up Success in Ireland

Altobridge's Value Proposition

- Cost Cutting at the Edge of the Network



ALTOBRIDGE



Altobridge Unique Differentiators

- One Product, Multiple Applications



- Routing local traffic locally
 - up to 70%
- Improved voice quality
 - removes latency for satellite backhaul



- Optimising Transmission
 - Voice
 - Signalling
- On-demand service
- Power optimisation

Data at the Edge™

- Intelligent router at edge of network
- Optimises transmission

Leveraging National Supports



Resource Base

Experienced resource base e.g. Ericsson, Motorola, Alcatel
14 Senior Managers have avg, 21 Years in Telecommunications

R&D

Regional Technology Parks, Proactive Universities (R&D)

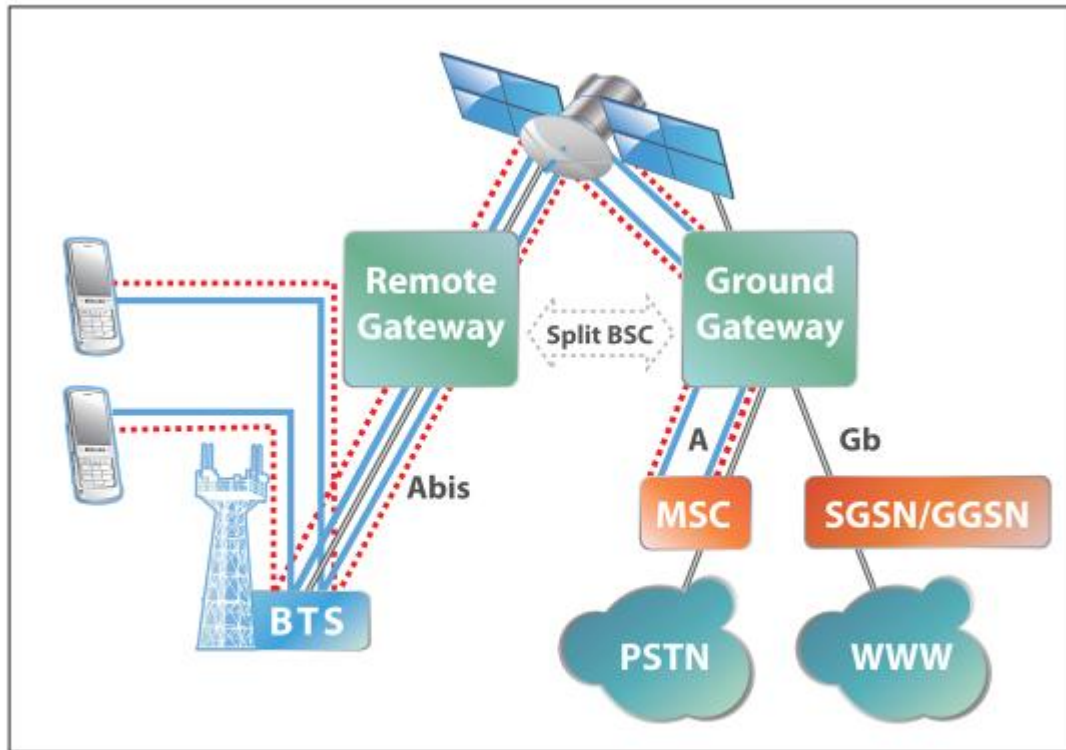
Test & Trial Licensing Programme

Availability of Radio Spectrum

Financing; Where do you find it

Angel Investors, Business Expansion Scheme (BES), &
Enterprise Ireland co investment

Split Architecture™

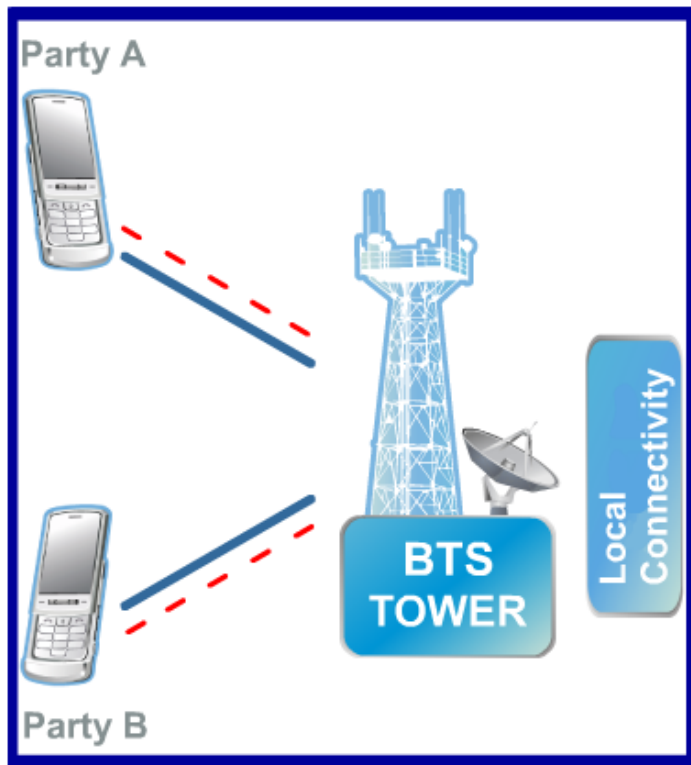


..... SIGNALLING
— VOICE TRAFFIC

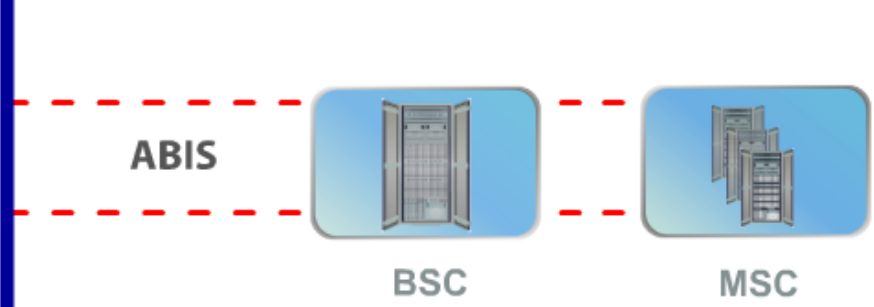
Key benefits of splitting BSC into Remote & Ground Gateway

- Creates 'on-demand' solution as opposed to 'always-on'
- Enables transmission management more efficiently.
- Link only used when required
- Uses less bandwidth than any other solution at market
- Significant power consumption advantages (lower battery backup requirements)

Local Connectivity™

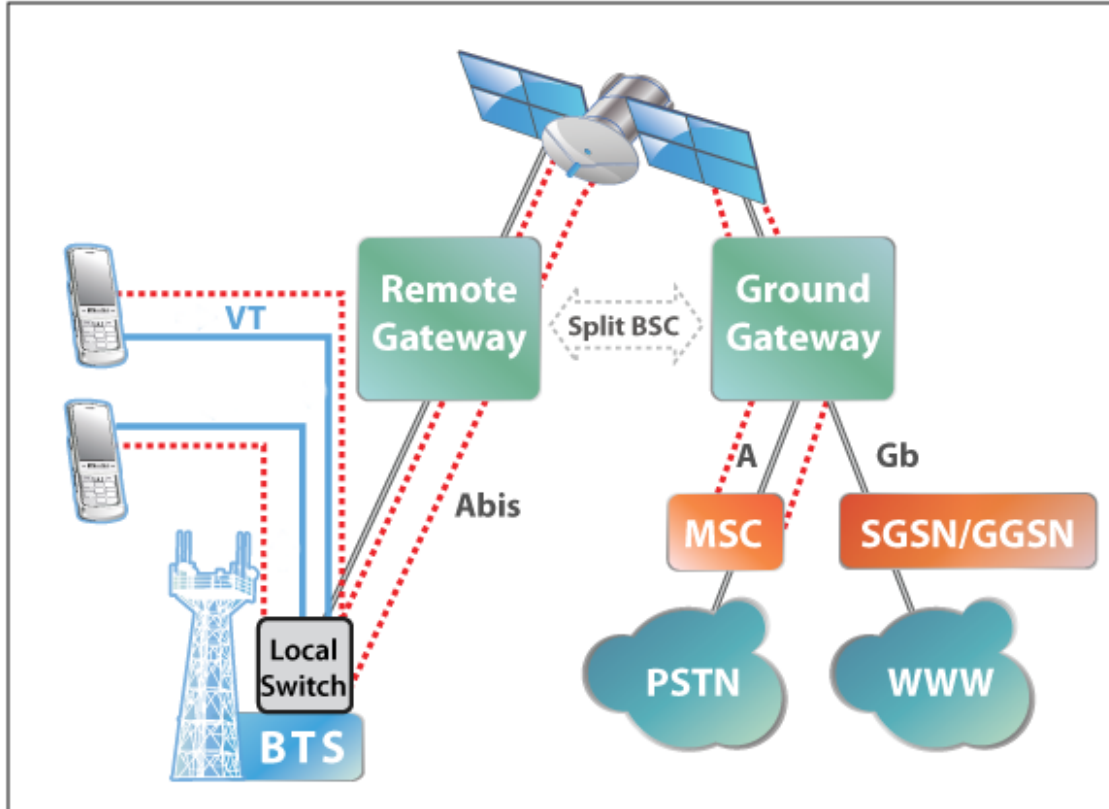


Local Connectivity's key benefit is that, having determined that the two parties to the communication are active at the same remote site, the call is switched locally and there is no backhaul requirement for the voice component.



--- Signalling
— Voice Traffic

Remote Community Solution



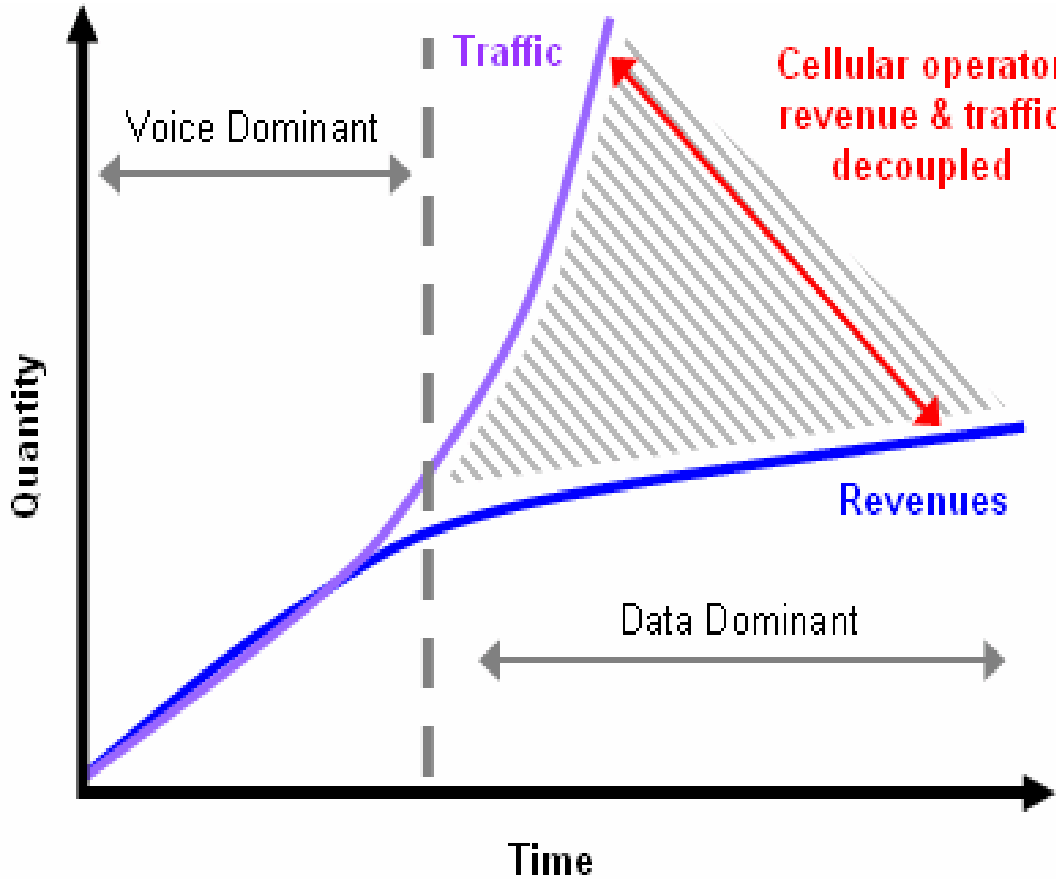
..... **SIGNALLING**
—— **VOICE TRAFFIC (VT)**

The world's most cost-effective solution for remote wireless communication available

Combination of:
Local Connectivity
Split Architecture
Fully Managed Service

Key benefits:

- 'on-demand' transmission usage
- Minimum transmission when used (as low as 3 to 5 kbit/s)
- Local traffic switched locally
- Efficient power management



Data Market

- Strong demand for mobile packet data services
- Growth of traffic flows decoupling operating costs and revenues
- Cell site growth projected to increase materially on a global basis
- Local subscriber behavioural analysis



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&

Commercialisation



Commercialisation Models



ALTOBRIDGE

1

Innovative R&D;
Knowledge &
Experience

2

Develop Market
&
Build a Brand

3

OEM,
Partner &
Spin Off

4

Driving Direct
Sales &
Driving Channels

Target Market Potential	Market Size
1,000,000 Remote Communities (80% Market Share)	5 BILLION USD
50,000 Maritime Vessels (90% Market Share)	100 MUSD
20,000 Aircraft (50% Market Share)	200 MUSD

Some of our Customer commitments



TURKISH AIRLINES



- Altobridge provides senior management team (CTO, COO and Engineering Team) to BOW to underwrite a successful commercial launch
- Q3 2007 Smart PLDT acquires 30% of BOW (valuation US\$54M)
- Q3 2008 NTT DoCoMo invests US\$10M in BOW establishing post cash valuation of US\$87M for BOW.
- Altobridge retains 12.5% of BOW & we provides Software Licensing & Managed Services

Equipment Vendors: Ericsson



ALTOBRIDGE

40% market share of the global wireless infrastructure market

Success To Date

- Agreement signed in August 2007
- Product formally launched Q1 2009

Prospects

- Current pipeline comprises over 50 MNOs



Communications

...at the Edge™



ALTOBRIDGE

Monthly Voice ARPU	US \$16.61
Monthly SMS ARPU	US \$5.34
Combined Monthly ARPU	US \$21.95
Average Retail Revenue per Site Per Month	US \$5,158



Kalabakan, East Malaysia supporting an average of 252 subscribers per month. Picture shows 1.8m C-Band VSAT backhaul antenna with 1.2m GSM omni antenna mounted on a 12 metre mast with lightning protector. 37dBm booster provides a coverage radius of ~ 5km

Power Partnerships



ALTOBRIDGE

Products
Local Connectivity™
Split Architecture™
Data at the Edge™

Channel Sales
(Software Licensing)



**Fully Managed
Networks**



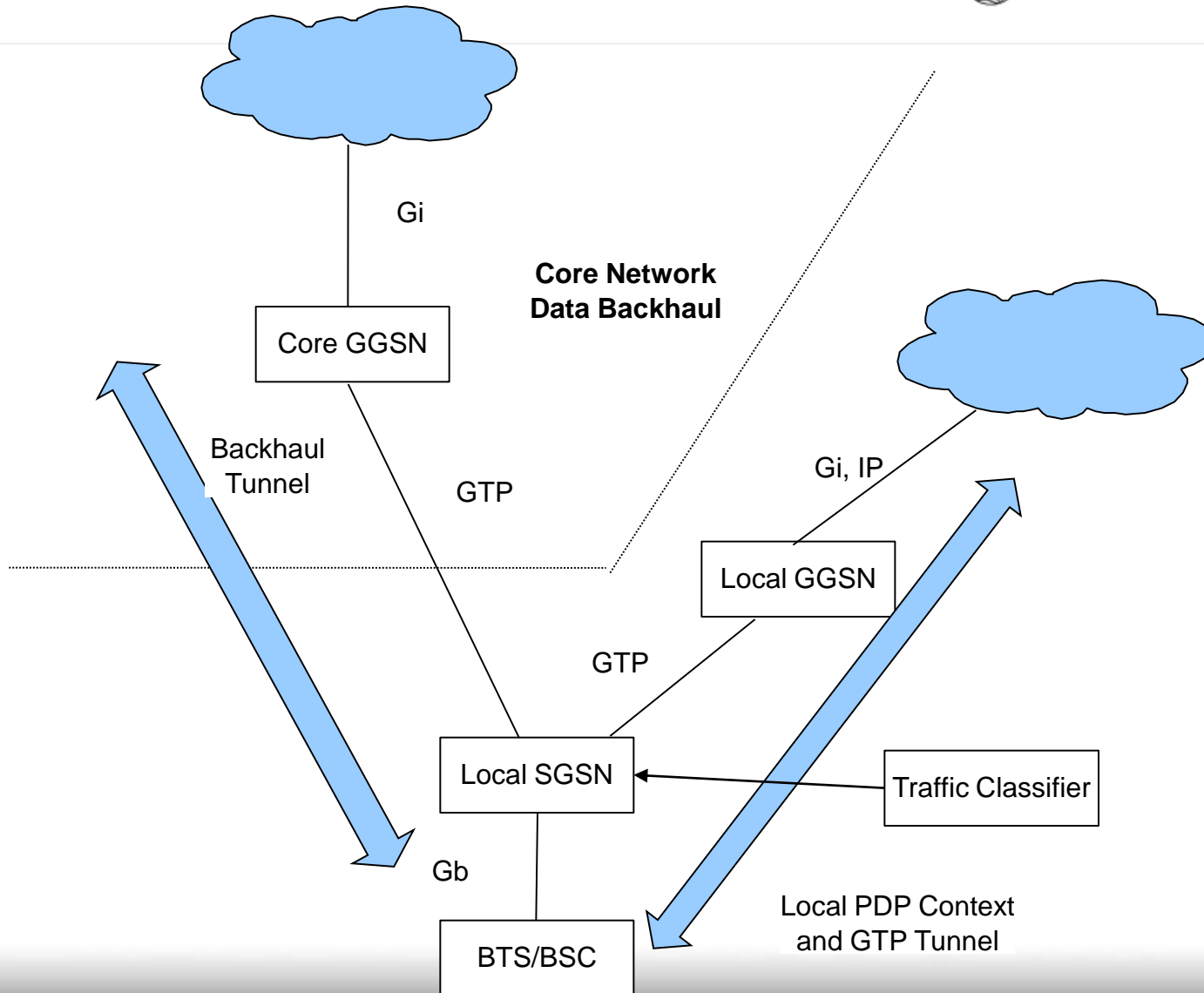
Maritime Networks



Data at the Edge™



ALTOBRIDGE



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