

DIGITAL SHIP CONFERENCES & EXHIBITIONS: DUBAI | CYPRUS | OSLO | SINGAPORE | ATHENS

4th Annual
Digital Ship Scandinavia 2007

March 20 - 21 2007

Telenor Conference Centre, Fornebu, Oslo

20th FEB 2007

Marlink @ Digital Ship Scandinavia 2007

Fornebu

Søren Einshøj

CEO

The Marlink Group



The Marlink Vision



Being “the preferred interface” between maritime and land-based customers and the satellite communications industry.

Marlink The Solution Provider

Connectivity



MARLINK. SW Applications

English

GRAPHICS SITEMAP HELP CONTACT

Practice

Your first time at MARLINKONLINE? - Click on 'GO!' and register today [GO!](#)

On MARLINKONLINE.com you can gain access to a lot of helpful tools that will assist you to administer your wireless communication usage. To gain access to the following helpful features registration is required.

- Invoice Analyzer & Viewer
- Call Data Analyzer & Viewer
- On-line shop where you can purchase prepaid products by credit card or charge the amount to your existing MARLINK account if you have one
- Administration of Scratch Cards (Activations, deletions and suspensions)
- Option to assign to it labels to the split billing codes so that you gain an easy overview of your invoice
- Registering of Sub Users with different authorization levels which enables you to empower some of your employees to perform certain administration operations e.g. activation of scratch cards

Some of these features are only available to existing MARLINK account owners but you do not have to be an existing MARLINK customer to enjoy the benefits of purchasing prepaid products and administering your scratch cards online. Click 'GO!' and register today.

[GO!](#)

For Registered Customers

Username

Password

[Log On](#)

Forgot your password? [New User](#)

Call Data ANALYZER / VIEWER

On-line Shop PREPAID PRODUCTS

Invoice ANALYZER / VIEWER

Scratch Card ACTIVATION

ABC Accounting Billing Collection

NERA HW Terminals



Why change communication technology?

- In search of competitive edge
 - Lower cost
 - Higher performance
- 2002 Business Focus
 - Business at sea - Business as usual
- 2007 Social Focus
 - Life at sea - Life as usual
- Change in needs leads to change in technology



Evolution of Maritime Communication

2002

Oil & Gas
1 \$ = 1 €
Business before Social

2007

China trade
Low \$ High €
Crew a limited resource

2012

Future needs

2002

Single Line
Inmarsat B
Handheld

2007

Broadband
Fleet & FleetBroadband
VSAT C & Ku-band

2012

Future solutions



Next step includes Broadband

- **Broadband Needs**
 - IP offers standards, application reuse and low cost
 - Increased Ship/Shore integration with increased operational flexibility
 - Cost predictability removes a risk element
 - Simultaneous communication lines
 - Crew entertainment requirements
- **Broadband Solutions**
 - Inmarsat Fleet to FleetBroadband
 - Maritime VSAT solutions



Maritime Broadband

high speed at sea



Maritime VSAT

FleetBroadband

Fleet 33, 55 & 77

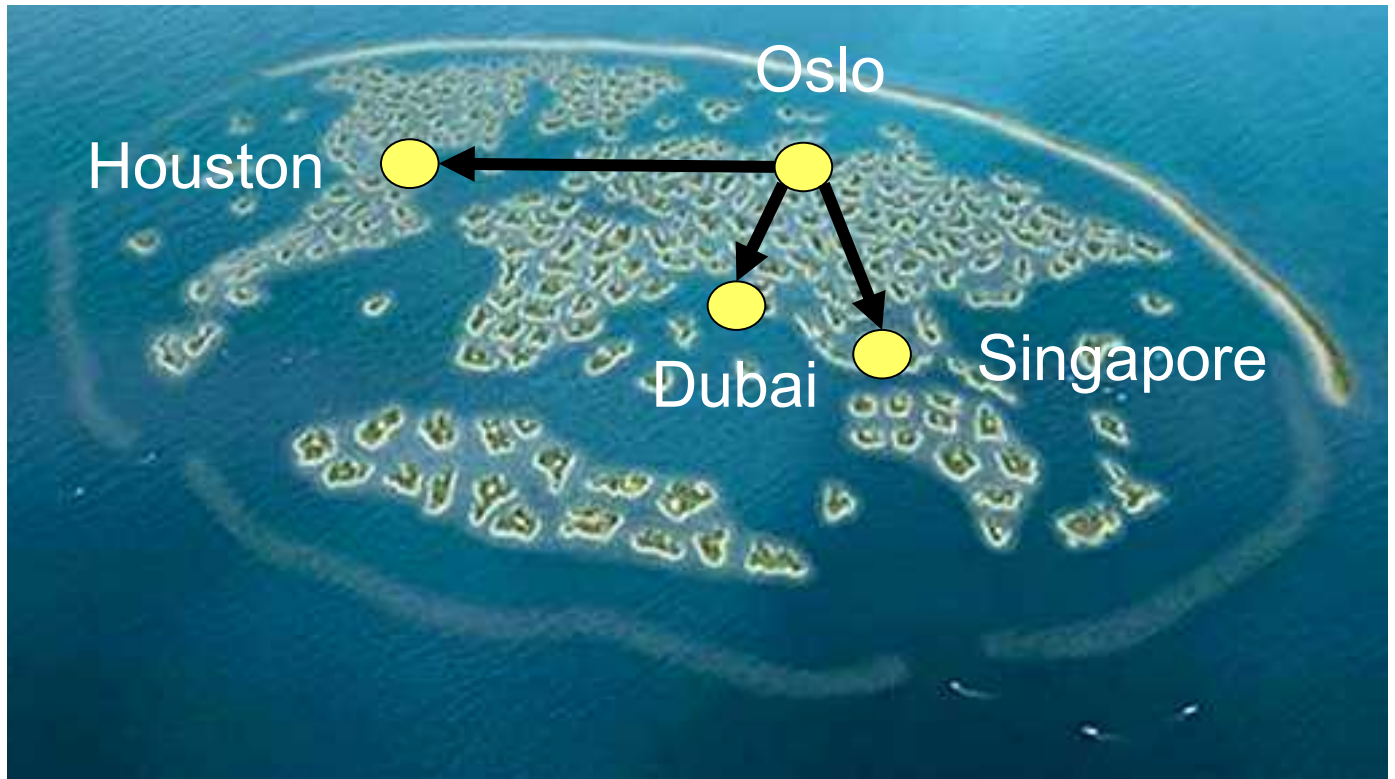
MARLINK.



VSAT not one but several choices!

- Regional Ku or Global C-band?
- Shared or dedicated bandwidth?
- Buy or Lease equipment?
- Long vs. short term conditions?
- Combined or separate entertainment?
- How much down/up-link?
- How to secure backup connectivity?
- How many voice channels
- VoIP or POT?
- Prepaid or separate crew solution?

Globalisation of Marlink's technical service operation



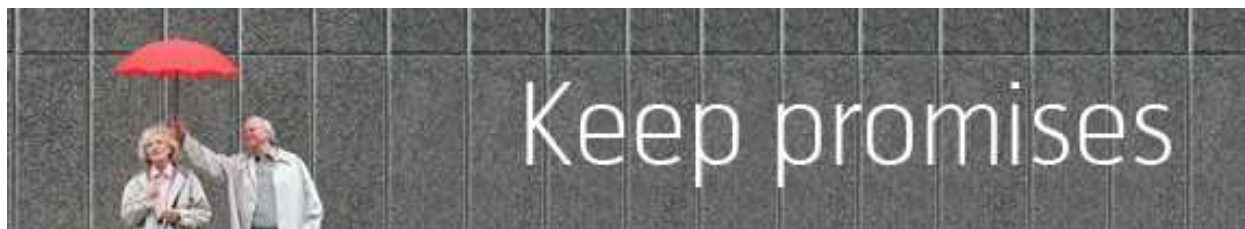


How to finance new technology?

- Replace existing cost base
 - VSAT may not replace but complement existing solution
- Change way of operation in order to improve utilisation of increased communication capacity
 - Internal project to identify potentials for operational excellence



We're here to help



**...our 2000 customers to
operate their 8000 vessels!**

Have a
fruitful
conference.

Enjoy
and utilise
the moment.

Thanks

