

Your People

Our Technology

Robert Johnson, CEO – 18th September



Blue Ocean Wireless



No GSM coverage
at sea for your crew?

...Not any more

Vision

Vision

To provide mobile communication to the global maritime market, enable seafarers and businesses to be connected to the mobile world while at sea



Services

Mobile ship connection



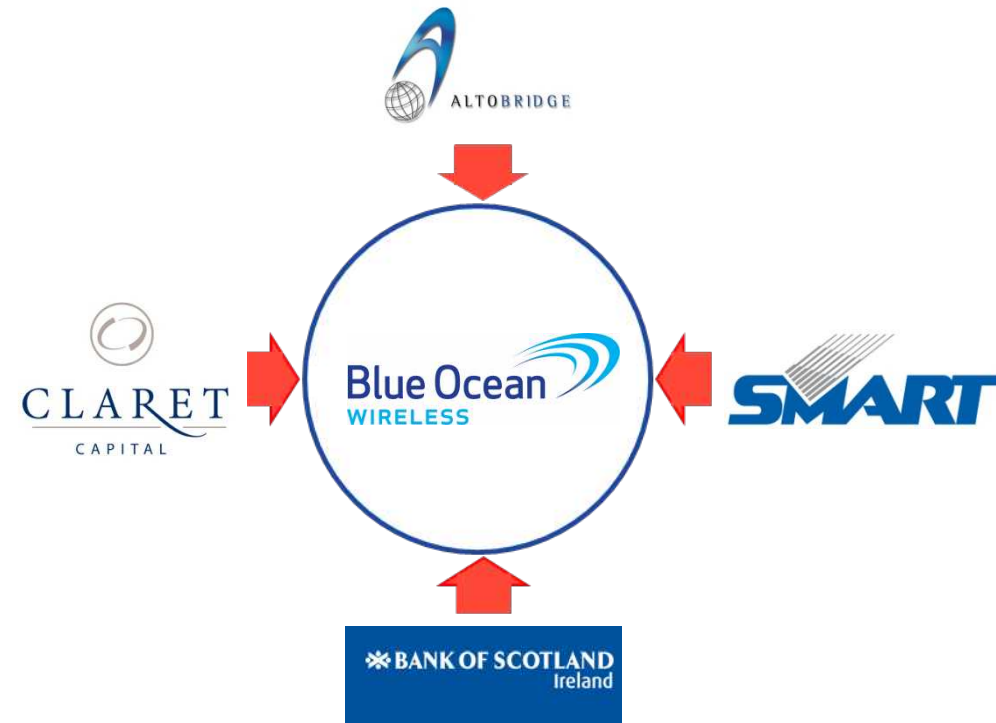
Container monitoring



Overview

- World's first GMVNO in the Merchant Maritime Sector
- Globally terminated voice & text services
- Wireless connection without using permanent satellite bandwidth
- GSM services commercially available over Inmarsat network - now

Who is Blue Ocean Wireless?



Altobridge:

- Irish & US based provider of wireless telecommunication software solutions - Patented AM Gateway Platform™.
- Enables standard cost-effective wireless service in remote and challenging markets.
- Four primary applications
 - Remote terrestrial
 - Secure military First responder
 - Aeronautical



- Maritime



Claret Capital:

- Claret Capital, in 2005, is a private investment firm based in Dublin, Ireland currently managing over US\$1 billion in assets for a small number individuals and families.

Bank of Scotland:

- Bank of Scotland (Ireland), one of Ireland's most successful business banks and part of HBOS plc, one of the largest banks in Europe.

SMART Communications:

- SMART Communications, Inc. is the Philippines' leading wireless services provider with over 27 million subscribers on its GSM network as of July 2007.
- SMART is a wholly-owned subsidiary of the Philippines' leading telecommunications carrier, the Philippine Long Distance Telephone Company.

Partners

Best in class partners

Network



Hardware /
Software



JRC

Distribution



SmartConnect

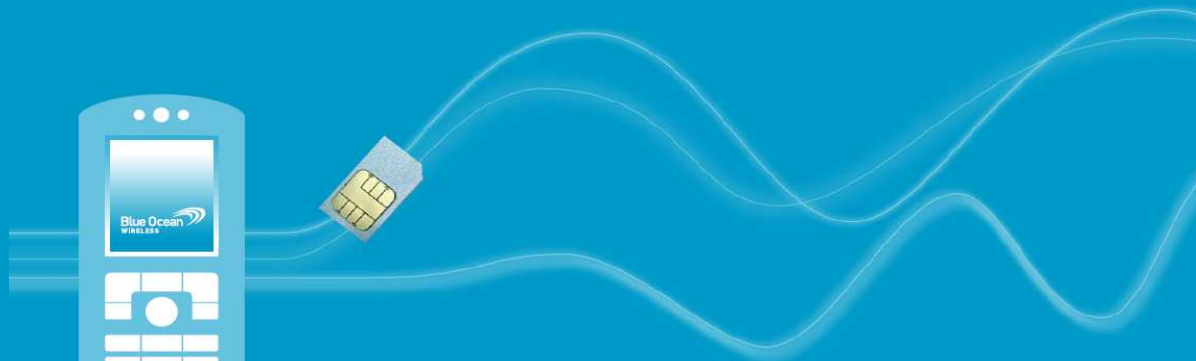


Our proposition

Right
Time

Right
Market

Right
Product

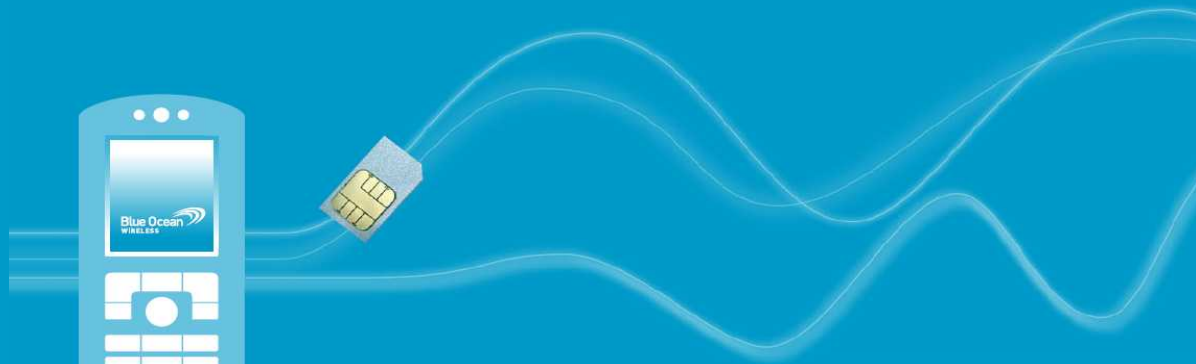


Our proposition

**Right
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**Right
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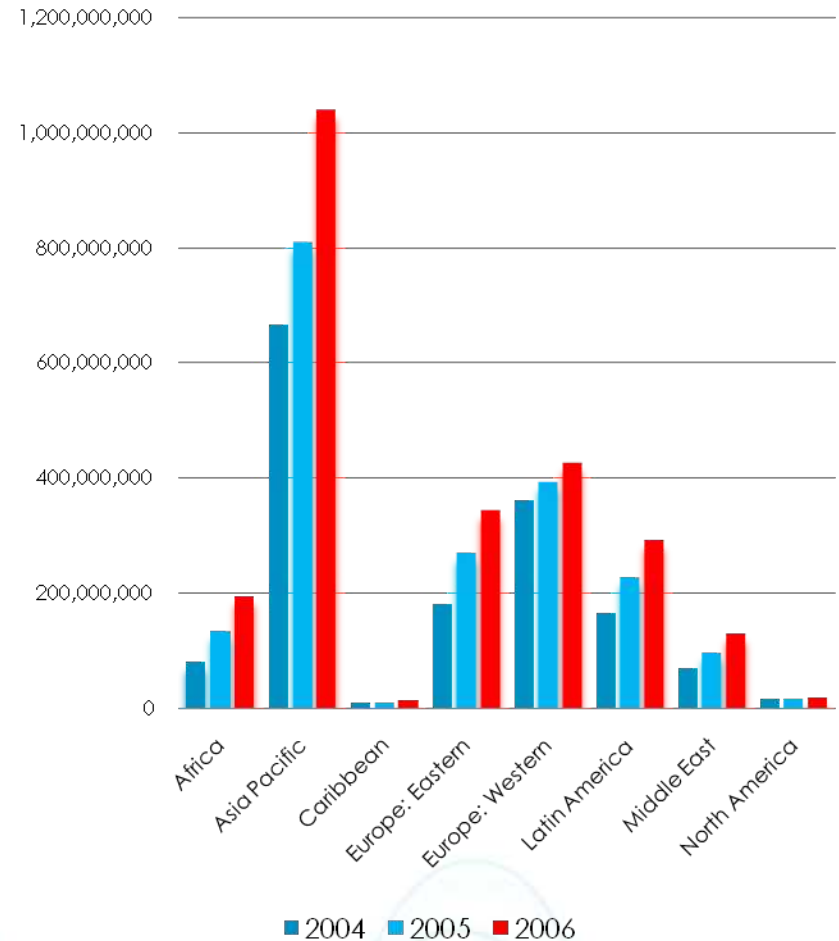
**Right
Product**



Mobile trends

- 2.5B mobile phone subscribers worldwide by end of 2006.
- Fastest growing technology in history:
 - 25% YOY in 2004
 - 27% YOY in 2005
 - 25% YOY in 2006

Total Global Mobile Subscribers



Source: Informa Telecoms & Media 2007

Right time

Mobile voice and messaging

- Predicted shortage of qualified seafarers over the next decade.
- Existing crew calling solutions are standard industry practise
- Not differentiators for ship managers when recruiting staff
- The ability to use your own mobile phone in private is

Container monitoring

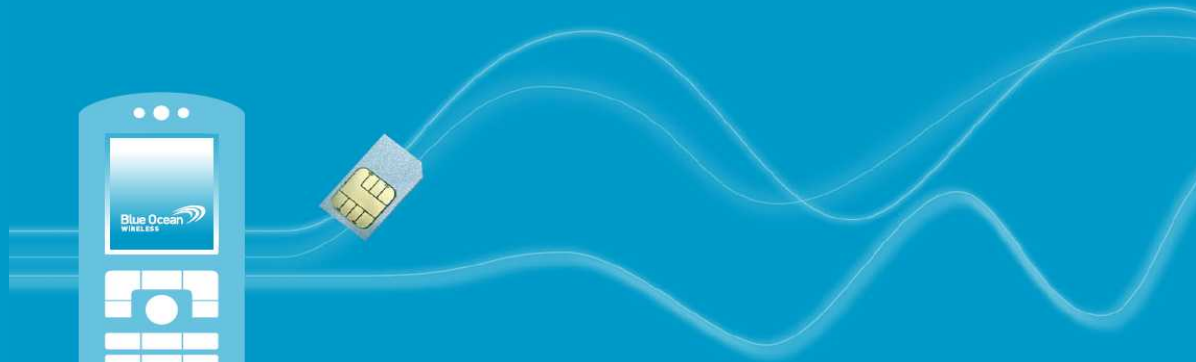
- Precise monitoring of containers is the norm on land
- Monitoring perishable or high value goods at sea is not the norm
- Monitoring not only increases security but allows for greater transport efficiency and for shipping companies to add value to the entire supply chain

Our proposition

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**Right
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**Right
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Mobile ship connection

- 1,200,000 Seafarers on 40,000 Merchant Ships
- 88% of crew members use a mobile phone
- Only 8% of seafarers have access to a dedicated crew calling phone
- Demand for 'always on' capability is key for ship managers.
- Mobile based applications such as SMS go straight to the right person saving you time and cost
- Satellite phone are generally at a fixed base location onboard the vessel with little privacy, practically no incoming calls and no SMS

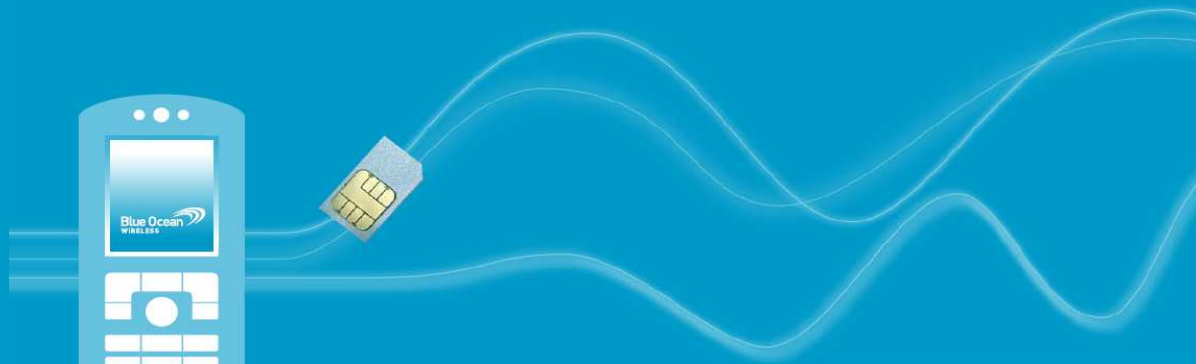


Our proposition

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Product

JUE-33
Inmarsat Fleet F33



JRC

Inmarsat

— the smallest Fleet F33 from JRC incorporates new enhanced data services

Upgrade path™ to JRC FleetBroadband
Smallest antenna in the market
Single coax installation
No cable unwrap system
No gyro or GPS required

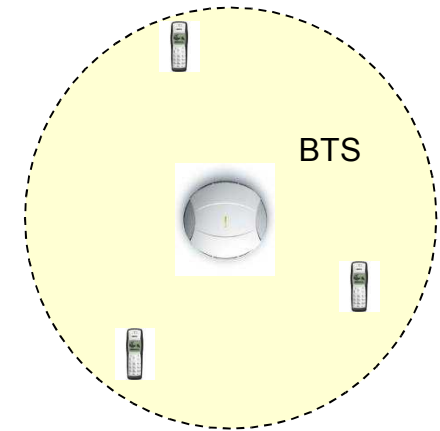
JRC *Japan Radio Co., Ltd.* since 1915



GSM hardware / 'enabler'

- GSM network on board the vessel requires the following hardware:

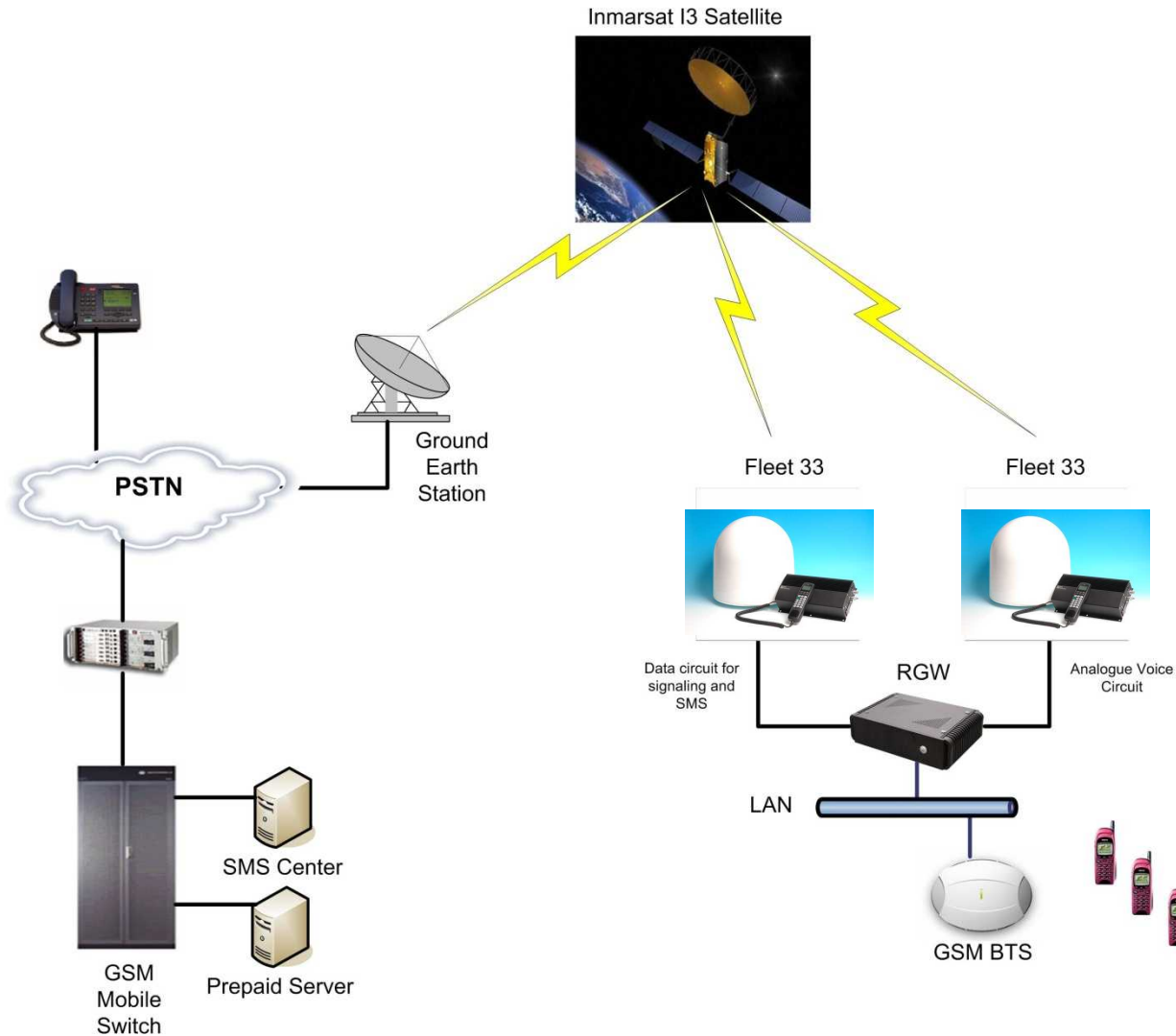
- Two complete JRC F-33 (JUE-33) terminals (BDU & Antenna)
- BOW Remote Gateway
- GSM BTS



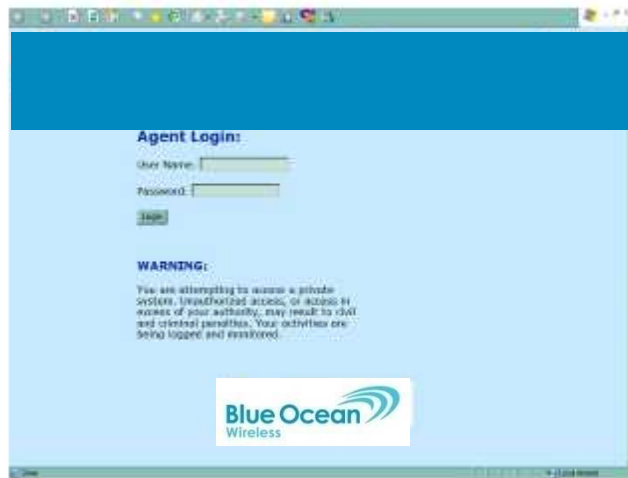
- The JRC JUE-33 terminal is the only existing Fleet terminal with a confirmed Upgrade path™ to FleetBroadband:
 - Smallest antenna in the market
 - Single coax installation
 - No cable unwrap system
 - Specifically configured to only support it connecting to the BOW Remote Gateway

- All Blue Ocean Wireless hardware comes with complete maintenance / warranty for the duration of the contract.

Technical architecture over Inmarsat



Billing engine by the web



Log in page



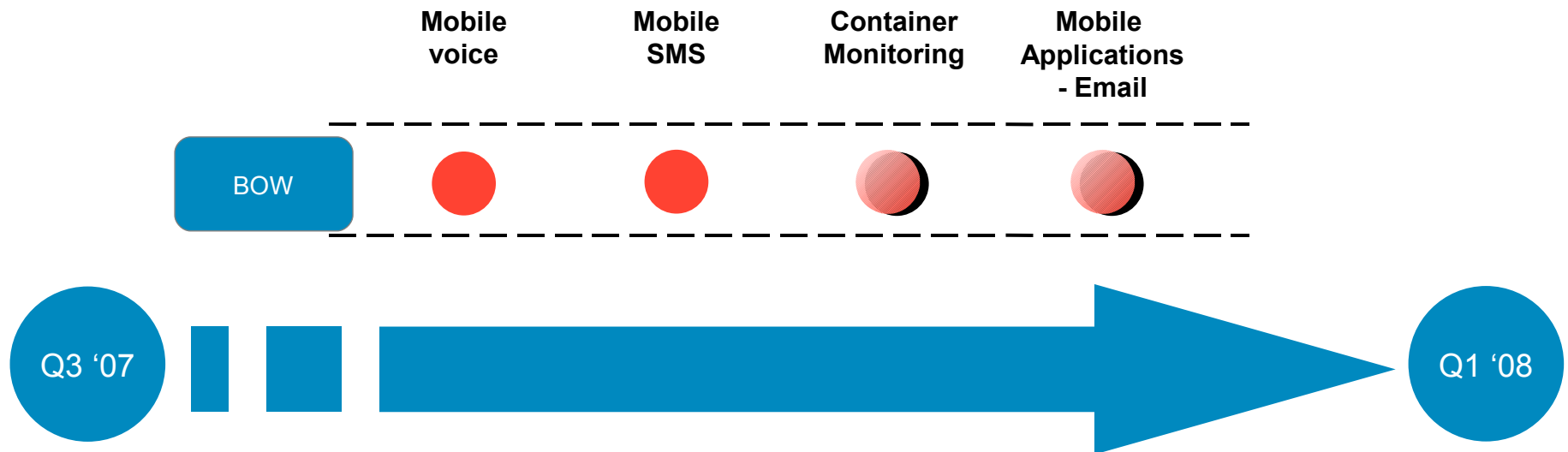
Viewing page for agent debit transactions

Added value



Ship connection & container monitoring

Enables a GSM network on vessels providing seafarers with a mobile service as well as a range of mobile business applications



Mobile ship connection

- ability to make and receive calls at anytime and anywhere - 24/7 personal

- communication

- access to inbound and outbound SMS

- enables Ship Managers to offer their customers an automated monitoring service for

- perishable / high value goods = competitive advantage

- upgrade your JRC JUE-33 terminal to Inmarsat FB250

- PRS type mobile applications: Equip your officers with personal 'always on' email

Blue Ocean Wireless summary

- BOW solution is not just crew calling it's about enabling mobile connectivity to your vessel for a happier and more productive crew
- Instant individual access to information
- Improve productivity
- Reduce costs by delivering real time information
- Enhance the working experience (officers and ratings)
- Peace of mind on the reliability of the hardware, its maintenance and end user customer service
- Leverage existing investment for future broadband application
- Increase revenue opportunities by enhancing the supply chain information at sea



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