

Crew Welfare & Technology



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Agenda

- ➔ **Portfolio Evolution**
- ➔ **Crew Calling Survey & Result**
- ➔ **What have we done since**
- ➔ **SQT on FB**
- ➔ **Service Enhancements**
- ➔ **GSM Solutions**
- ➔ **Customer Testimony**



A Wiseman once aptly said...

Samuel Johnson

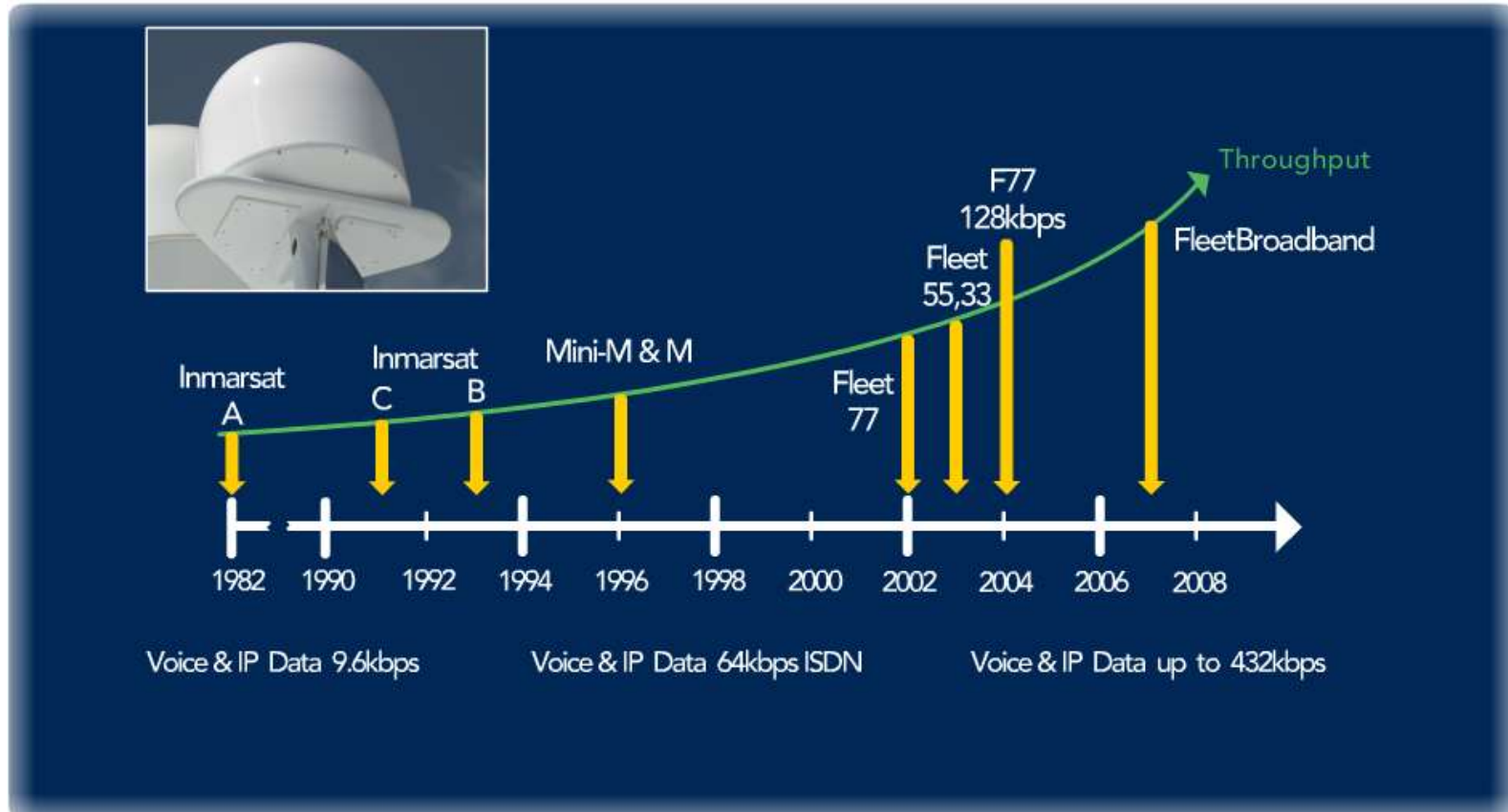
“Serving at sea is like serving a prison sentence”



“But with the added possibility of drowning”



Portfolio Evolution (over 199,000 Marine Terminals)



CC3 was the biggest recent maritime survey

- ➔ 3 survey groups:
 - Owners, Masters and Crew
- ➔ Sample
 - 415 crew
 - 60 owners & 103 masters
- ➔ Survey divided into 4 areas of research:
 - Status of current Crew Calling
 - Computer and email usage on board
 - Interest in GSM-at-Sea
 - Visual Entertainment

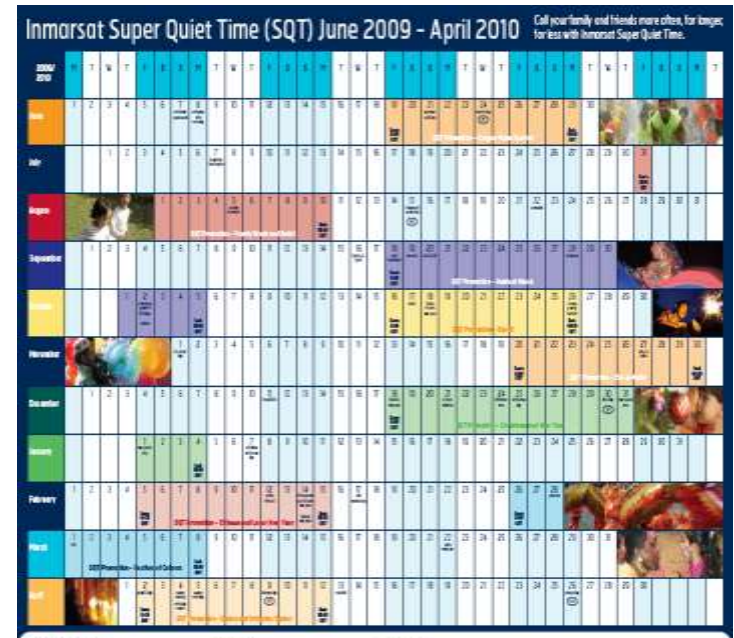


Summary of Survey

- ➔ Crew Calling is now widely accepted (**94%**)
- ➔ **90%** crew is allowed to use phone
- ➔ Masters & Owners see it beneficial for ship operations (**65%**)
- ➔ But very few Crew have access to a dedicated phone (**8%**)
- ➔ Primarily, the crew want phone to be off the bridge
- ➔ Only **30%** Owners aware that phone can be off the bridge
- ➔ Wage deduction is the most common method of payment
- ➔ Email is the data application of choice (**without Attachments**)
- ➔ **60%** Owners said they provide emails free of charge
- ➔ Shift in visual entertainment requirements (**Movies → News of Home**)
- ➔ Crew would like use of GSM at sea primarily for 'SMS' (**97%**)

What have we done since...

- ➔ Introduced cheaper calling for crew through pre-paid cards
- ➔ This is varied by time of day every day
- ➔ Available 24/7 during major festivals: Inm-B, Fleet (33, 55, 77)
- ➔ To allow
 - Crew easier access to phones
 - Crew Calling via pre paid cards
- ➔ Partnered with GSM solution provider – over F33 & FB (Std IP)
- ➔ Partnered with news distributors to facilitate ‘News from Home’ (i.e. Newslink)



Launched FB 'Super Quiet Time'

Next generation "Crew Welfare"

- ➔ SQT for FleetBroadband
- ➔ Aligned E&E
 - Functionality & Price
- ➔ Superior voice quality
- ➔ Launched
 - SQT: May 2009
 - ESQT: 01 October
- ➔ ESQT supersedes SQT on FB & is available 24/7/365
- ➔ Partners providing Crew Pre-pay data
- ➔ Data communications from MB to Gigabytes

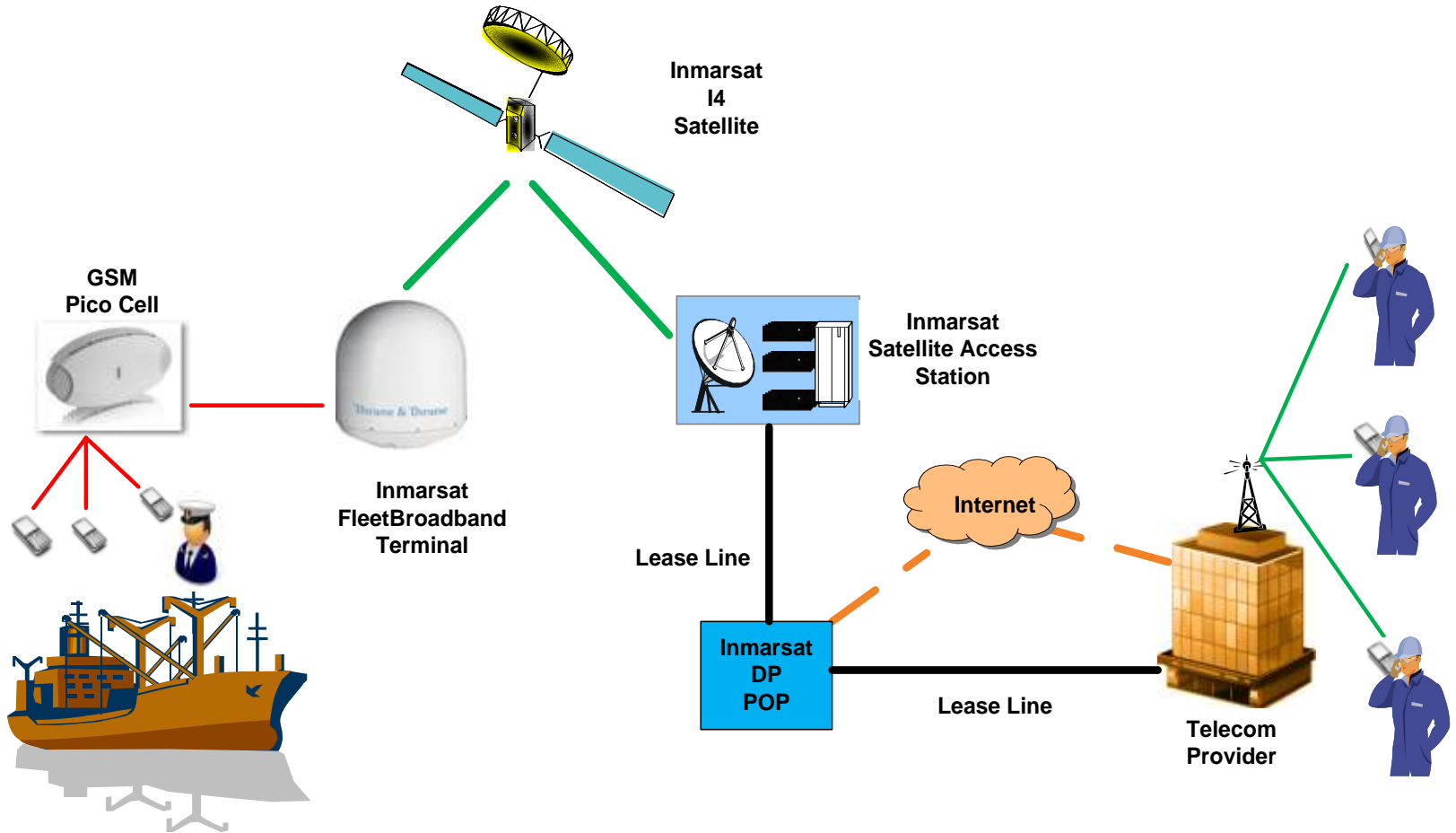


Service Enhancement

- ➔ 8 & 16kbps Streaming IP
- ➔ Available for FB 250 & 500
- ➔ Developed to facilitate delivery of peripheral applications
 - Voice Multiplexing
 - GSM Technology
 - Including Data services
- ➔ Multiple simultaneous voice capability



GSM at Sea – FleetBroadband (Generic)



GSM Solution Providers (active on FB)

➔ Blue Ocean Wireless

- Providing a turn key solution to shipping companies based on F33 & now on FB terminal
- Currently ~380 vessels & ~6,450 subscribers
- Multiple voice calls using FB: Strmg 8k & 16K
- Voice & SMS with future offering of Data services



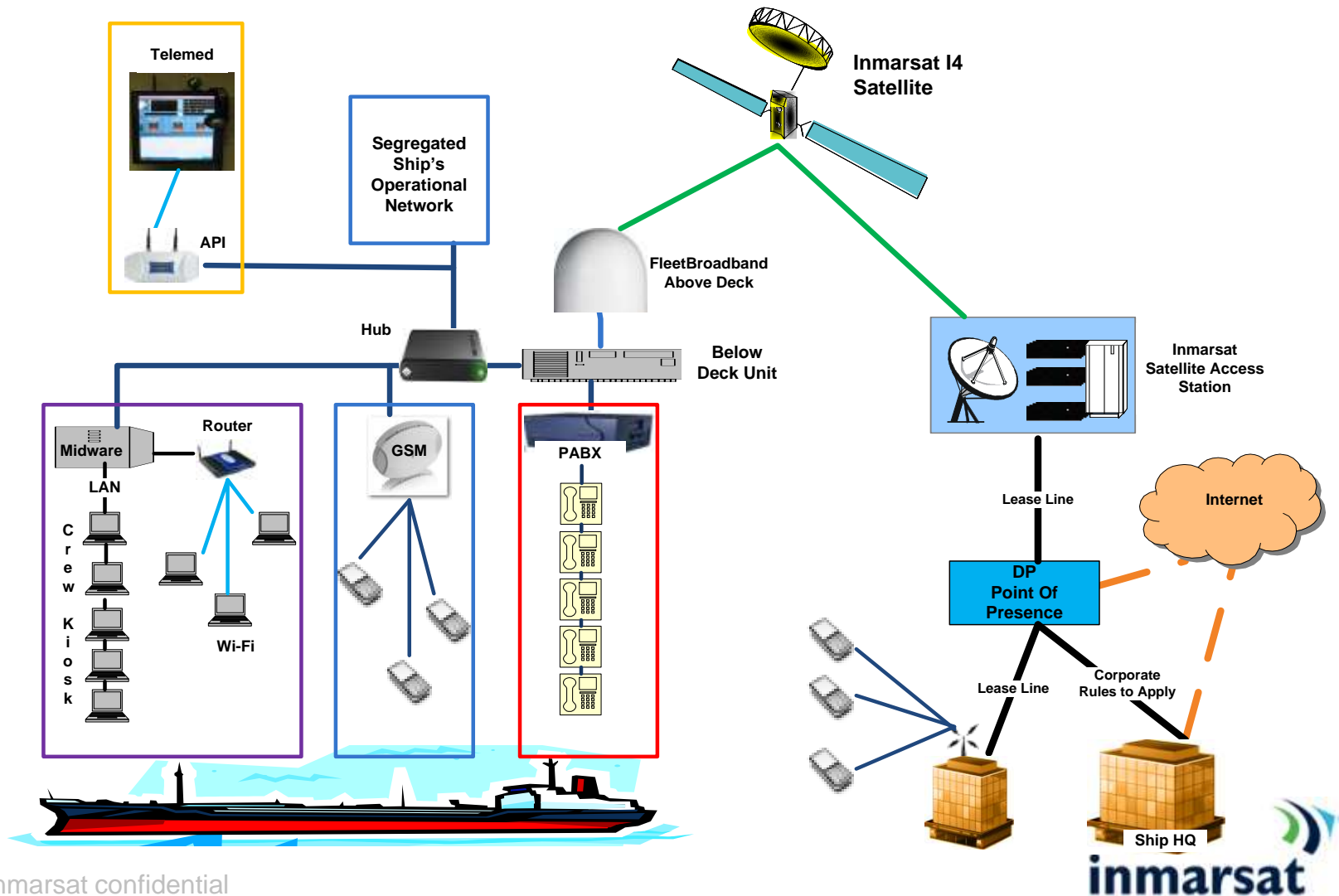
➔ Zynetix

- Launched GSM on FB since CSI (Nov'07): Std IP
- Multiple voice calls using FB: Strmg 8K & 16K
- Voice & SMS
- Delivering GSM solution through service providers
 - Crew & Passengers
- Live demo equipment fitted in Inmarsat Solution labs
 - London; Dubai & now also in Singapore



Crew Welfare FB Configuration

Social Voice & Data



Customer Testimony (FB MFEs)

- ➔ “The voice quality is fantastic and we didn’t find a single fault with the system. It worked really well, even when we were ... simultaneously running multiple data connections.....” (*Engineer on MFE Ship*)
- ➔ “*the* phone line was the best aboard” (*Officer on MFE Ship*)
- ➔ “This was possible the single most important thing that has happened during his sea service time (Sea service is 25 years)” (*Crew on MFE Ship*)
- ➔ “FleetBroadband is much more reliable than its competitors, where in bad weather we lose connectivity. With FleetBroadband that doesn’t happen at all.” (*Officer on MFE Ship*)

Thank You

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