

Inaugural ISCe Conference Makes Impact in the Satellite Industry

Long Beach, Calif./September 5, 2002/Satnews/ — The first-ever International Satellite and Communications exchange (ISCe) Conference and Exposition blasted into orbit Aug. 27-29, 2002 for three solid days of intense exploration of the satellite industry. From pre-conference workshops to lively panel discussions featuring some of the industry's most prestigious experts, ISCe – the first CeBIT event in North America -- covered the gamut of industry issues in government, commercial and direct-to-consumer satellite communications.

A total of 780 industry professionals attended ISCe, with 75 percent of these individuals occupying high-ranking, decision-making positions within their company. Companies in attendance primarily came from organizations based in communication systems, fixed satellite services and manufacturers. Over 75 international attendees traveled to the event. Represented countries included Austria, Belgium, Brazil, Cameroon, Canada, Denmark, France, Germany, Hong Kong, Israel, Italy, Japan, Lebanon, Monaco, Spain, Sri Lanka, Switzerland, Turkey, United Kingdom and United Arab Emirates.

ISCe kicked off early on Aug. 27 with two morning workshops. In “**Digital Data, Digital Dollars,**” NASA gave satellite industry professionals an inside look at how to license and access existing NASA technology and utilize it for commercial use. Entitled “Digital Data, Digital Dollars,” attendees were introduced to the Far West Regional Technology Transfer Center (FWR TTC), the contract organization responsible for NASA commercialization strategy in eight western states.

The **Global VSAT Forum (GVF)** presented the GVF Broadband Business Summit entitled “Satcom at the Crossroads.” During this three-hour program, GVF Secretary General David Hartshorn reported on the latest trends affecting the satellite industry. Top executives from Gilat, Globecom, Hughes Network Systems, NSI Communications, SES -Americom and Viasat discussed how, where, when and why satellite-industry players can stake a profitable claim in the global telecommunications marketplace. The Network Manager's Panel unveiled what end users have to say about the realities of deploying a satellite-based network. Finally, Christopher Baugh, senior analyst with Northern Sky Research, gave a detailed analysis of how broadband satellite solutions can be implemented properly.

Dean Olmstead, chief executive officer and president of SES AMERICOM, gave a dynamic keynote address as part of the **ISCe Opening Ceremony** that became a topic of conversation among attendees for the duration of the conference. Olmstead said success within the satellite industry will rely on creating a “sound, prudently aggressive strategy” that is made up of several key elements. The industry must focus on the best use of satellites – point-to-point applications and offering ubiquitous coverage. Companies must implement solutions that use existing assets, while developing flexible, next generation spacecraft. Business opportunities must be scaled to meet client needs, while reducing risk and cost. The entire industry must continue to work together to address common problems and build solutions. Finally, every player in the satellite industry must be committed to diligence, innovation, hard work and quality, whether in networks or in customer relations. Olmstead said, “I believe this approach will increase our already significant impact on global communications and global economic development.”

Keynote Sessions and Panel Discussions

The thrust of the ISCe conference took place Aug. 28-29 with two keynote speeches and 18 panel discussions. These session topics included air traffic management, national security, homeland defense, spectrum allocation priorities, future satellite technologies, digital radio developments and more. Some of the highlights included the following:

“Global Business Strategies and Alliances: The Good, The Bad and The Ugly” – This keynote session featured the presidents and chief executive officers (CEO) of some of the largest companies in the satellite industry who debated the latest developments, directions and dynamics of industry convergence and consolidation. Participants included the following: **Randy Brinkley**, president of Boeing Satellite Systems; **Ron Samuel**, COO of Eutelsat; **Pradman P. Kaul**, chairman and CEO of Hughes Network Systems, Inc.; **Dean Olmstead**, president and CEO of SES Americom; **Michael Storey**, president and CEO of Inmarsat; **D. K. Sachdev**, president of SpaceTel Consultancy.

“National Security: Vital Role of Satellites in Military Operations” – Military, government and industry experts said space has changed the paradigm of warfare. Homeland defense will be dependent on the development of integrated satellite systems that can be used for both commercial and governmental purposes. Experts discussed how they are working to upgrade current satellite and communications systems with emerging technologies for more instantaneous, and often-times life-saving, communication and data transfer in military missions. These high-profile panelists included: **Hon. John Stenbit**, assistant secretary of Defense for Command, Control,

Communications and Intelligence, Department of Defense, **Lt. Gen. Brian Arnold**, commander, United States Air Force/Space & Missiles Systems Center; **Keith Hall**, vice president, Booz Allen Hamilton; **Gil Klinger**, director of space policy, National Security Council, The White House.

“Big Window of Opportunity: Tomorrow’s Virtually Unlimited Satellite-Related Products and Services” -- Satellite-related consumer products will be the answer to on-demand business and entertainment communications needs and will drive the future of technology. Personal Networked Satellite Terminals (PNSAT) shared its new technology that offers LAN/WAN users immediate access to data by combining a PDA platform with satellite technology. The ePDA features embedded Bluetooth technology that is used to connect to existing terminals, thereby reducing memory requirements and costs. Starz Encore has teamed with Echostar to develop an interactive portal, technology that will allow higher-end box subscribers to access and interactively use information on-demand via Channel 100 on their TVs. Boeing Space & Communications Services recently launched Boeing Digital Cinema that brings digital entertainment to major movie theaters direct from the studio, thereby providing higher quality image and dramatically cutting distribution costs for studios.

Juan Sanchez, the General Manager of Integrasys S.A., also made a presentation on Carrier Monitoring Systems and how it is evolving to keep track of the Satellite services evolution. He said Integrasys Monitoring Lab is investigating on new technologies that will provide software monitoring solutions to services beyond current broadcast and broadband interactive satellite systems. Internet monitoring services over broadband satellite networks and Mobility are the scenarios for the next generation of Carrier Monitoring Systems, he said. He concluded the support of Internet technologies combined with quality measurement procedures might be the guideline for the next step.

“Streamlining Export Licensing Controls” – During this keynote session, industry experts said major reform of export licensing controls is needed to ensure the survival of U.S. satellite companies. Currently, satellites are on the munitions list and current export controls prohibit satellite operators from answering marketing questions when pitching to potential customers. This puts operators in tight positions because satellites are expensive and operators have a responsibility to their shareholders. Improvements are taking place, including reducing the license processing time from 65 days to 10.5 days and via the installation of electronic processing. Passage of the Berman-Rohrabacher Amendment, now part of a bill that would re-authorize the Export Administration Act in the fall, will also help. The bill would regulate satellites as commercial items on par with their terrestrial and cellular competitors.

The upstairs ballroom at the Long Beach Convention Center was home to an extensive exhibit program, featuring booths by more than 50 companies and organizations. Attendees had the opportunity to network with companies ranging from Boeing and Hughes Network Systems to Raytheon, NSI Communications and Iridium Satellite Systems. The Small Business Pavilion, featuring some 15 start-up and small companies, received a lot of attention among the attendees.

Other Activities

The California Space Authority (CSA) hosted a welcome luncheon on Aug. 27 for all ISCe international visitors, giving them an opportunity to network with U.S. firms. Later that evening, Boeing sponsored the ISCe Opening Ceremony and Reception, featuring a special videotaped message from Gov. Gray Davis and Dean Olmstead, president and chief executive officer of SES Americom, who served as the keynote speaker.

The Tauri Group sponsored a special luncheon on Aug. 28 entitled “The Increasing Role of Satellite Communications in the Electronic Battlefield.” Keynote speaker Brigadier General Richard E. Webber, director of communications and information for the U.S. Space Command at Petersen Air Force Base, spoke on the role of satellites in warfare, as well as some of the ways in which emerging technologies will be used to support modern war fighters and homeland defense.

On Aug. 29, Booz Allen Hamilton hosted the VIP Luncheon, giving industry professionals the opportunity to meet with government representatives to discuss key issues and concerns facing the satellite and communications industries. Later that evening, ISCe concluded with the Awards Dinner and Reception, sponsored by Boeing. Award winners included the following: **XM Satellite Radio** (ISCe Technology Award), **ND SatCom** (ISCe Innovation Award), **NASA** (ISCe Education Award), **DirecTV** (Industry Leadership Award) and **Conny Kullman** (ISCe Lifetime Achievement Award).

Looking ahead

The success of ISCe was noted by many industry professionals. "I was most impressed with the timeliness of the session topics, the caliber of speakers and overall quality organization of the inaugural conference," said SES Americom's Olmstead. "We'll definitely be back!"

Plans are already underway for ISCe 2003, which takes place Aug. 26-28, 2003 at the Long Beach Convention Center. For more information on taking part in next year's event, call Hannover Fairs USA at (609) 987-1202. To read more details about the 2002 event, visit the Web site at www.satcomexchange.com.

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