



This morning, Gustavo Sanchez finished helping his son in manila with his trinomial equations homework. Just before lunch, David Whitworth put the finishing touches on plans for his daughter's upcoming wedding in Liverpool. Following afternoon tea, Captain Bob Bell pushed the button on a massive computer file containing the updated maintenance and repair data for his vessel as well as all of this week's supply requisitions. Tonight, Constantin Miklonos will find out whether his ten year-old Saab will need a new turbocharger. So what, you ask? From your comfortable chair looking out over the harbor, all of this sounds pretty routine. But on board the VLCC Neversail, now located about 1,700 nautical miles from the nearest landmass in the southern Pacific Ocean, the seemingly mundane activities of a ship's crew going about another monotonous day at sea are actually quite remarkable.

Satellite communications and, for that matter, broadband services at sea are not new concepts. The need for ships to communicate with their shoreside principals has always been of paramount importance. The efforts that at one time or another involved waving funny flags, flashing lights, radio transmissions and Morse code telegraphy have, of course, evolved over time. And satellite communications

have been around since the 1980s. Back then, in the Gulf of Mexico, a network of cellular telephone antennae made it possible for offshore oil and gas exploration operators to have 24/7 communication with their on-shore planners. All of this, however, came at a steep price, which put this sort of convenience out of the reach of virtually everyone but the businesses who needed it to remain competitive. But that was then; this is now.

Today, a flexible and complete range of cellular and satellite communications, custom engineered solutions, and antennae and tower services are available for offshore and onshore companies operating in remote environments worldwide. Just as demand is exploding for affordable broadband service at sea, however, so are the number of players stepping up to take advantage of this coming revolution for international shipping companies. The result has been a more affordable communications product, serving a wide range of shipboard needs, which can provide economy of scale for traditional uses as well as new pressures in an emerging and changing world economy.

GLOBE WIRELESS

Globe Wireless provides flexible maritime solutions, satisfying all customer communications and IT needs. As the complete maritime solution, Globe Wireless offers applications for IT and operations worldwide, “Touch-the-Ship” service capabilities, ship administrative services, airtime, and messaging and data. Its worldwide presence allows Globe Wireless to build a direct relationship with the customer, devising and creating solutions specifically tailored for the maritime industry. Globe Wireless provides a premier communications solution combining the best of satellite and global digital radio network technologies, enabling high-quality, low-cost maritime communications. This combination of options offers customers one point of contact in managing their fleet’s communications and IT needs. A brief description of its services and capabilities is shown below:

HF Digital Radio Network

The Globe Wireless Network provides vessels at sea with a truly global message and data delivery network. Since ships are always on-line, messages are sent and received in near real-time at much lower rates than traditional satellite connections, using a Digital Radio Data Network to

enhance its satellite data transfer protocol. Using the advanced digital HF network, vessels are immediately paged when large files or attachments are waiting ashore, reducing the need to connect without knowing if there is traffic waiting.



Globe Wireless dome

Shipboard Software

Globe Wireless bills its Shipboard Software as the premier communications solution combining the best of satellite and global digital network technologies to provide high-quality, low-cost maritime communications. Globe Wireless built a worldwide, 100% digital Data network to provide the most cost-effective messaging between ship and shore. Globe Wireless offers expanded service to include enhanced satellite communications with integration of industry-leading technology. This state-of-the-art combination provides stellar performance for messaging and data file transfers to and from commercial marine vessels throughout the world from a single system.

Features include:

- **Email Connectivity:** Connects to common stand-alone or LAN email software.
- **Data connectivity:** Transport data for any application via MAPI, Internet, or file transfer.
- **Message Waiting & Delivery Confirmation:** FREE automatic notification of messages waiting and confirmation of deliveries
- **Enhanced Satellite Protocol:** Optimized for high-speed and sustained throughput.
- **Digital Maritime Data Network™:** Worldwide network optimized for “Now” messaging.
- **Integrated Invoice:** Consolidates all communications charges.
- **GlobeCrew™ Kiosk:** A central private email location for the crew.
- **24-hour Customer Support:** 7-days-a-week support, FREE Service messages from ship/shore.

Benefits also include the sending of all communications from a single system, advance email functionality, centralization of all ship/shore data communications into a single system and dramatically reduced need for costly dial-up of satellite connection. The network connection is available anytime and anywhere on the high seas, and the crew can benefit from email availability without increasing vessel communications costs.

Crew Solutions

Globe Wireless provides flexible crew services. The voice or email virtual cards can be purchased by the shore office, the ship or directly by the crew.

Since the cards are “virtual” there is less administration required of the shore office. The card PIN numbers can now be delivered, managed and activated via email. Calling cards for Iridium or Inmarsat A, B, M, Mini-m and Fleet may all be purchased. For the owner who wants to avoid costs associated with crew access, convenient email Virtual Communication Cards can be purchased for \$25, \$50, or \$100.

Globe Wireless is the only global vertically integrated network that is 100% dedicated to the maritime industry. Globe Wireless has flexible solutions that will satisfy all of the customer’s messaging, data, voice, application and IT needs. As one of the world’s leading global maritime communications company, the firm maintains customer relationships with over 500 ships operators, 8,000 plus ships and 12,000 shore-based user accounts. Globe prides itself on understanding that each customer has specific needs and on its ability to custom-build a package to satisfy any set of requirements. Frank J. Coles is President and CEO of Globe Wireless. Visit Globe Wireless at www.globewireless.com.

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What’s Next: A Critical Connection

Although broadband at sea is not new, communications providers and their seagoing customers are experiencing a remarkable phenomenon: an across the board 100% increase in crew voice traffic. Add to this the easy accessibility to email and an increasingly sophisticated mariner – at every level of the ship – and the stage is set for a wave of change that could rival the rapid onset of automation on the bridge and in the engine room. Frank Coles of Globe Wireless told MarEx in September at the 2007 ABS Users Conference that the question of what to do next is actually a simple one. He added that ship owners really need to ask one question: “How much are you willing to pay in order to keep your crew?” And while he conceded that costs would need to come down before anyone below the top 5% of owners could afford to completely underwrite all of the communications needs of their crews, he also says that day is probably coming soon. With more than 8,000 ships under contract and fresh off the acquisition of the assets of SeaWave & Rydex, he ought to know.