



ALTOBRIDGE

Cutting the Cost of Communications

*CEO Forum 09*

*November 2009*

# '70s, '80s & '90s; Inward Investment Management & Engineering Experience



ALTOBRIDGE

- 
- Ericsson
  - Motorola
  - Logica CMG
  - Alcatel
  - O2
  - Euristix/*FORE* System
  - ADC Telecommunications

# Mixed With International, Private & Public Co. Experience



## **International Experience**

US, China, Europe, Africa, South America & Middle East

## **Market Applications; Microcellular Systems (Ireland)**

Wireless Networks

Special Emergency Networks

Government Communications

Cruise Ships

## **Private & Public Company Experience (California)**

MBO

Journey to Profitability

Successful Trade Sale

Public Co. Management Experience



# THE NEXT BILLION SUBSCRIBERS

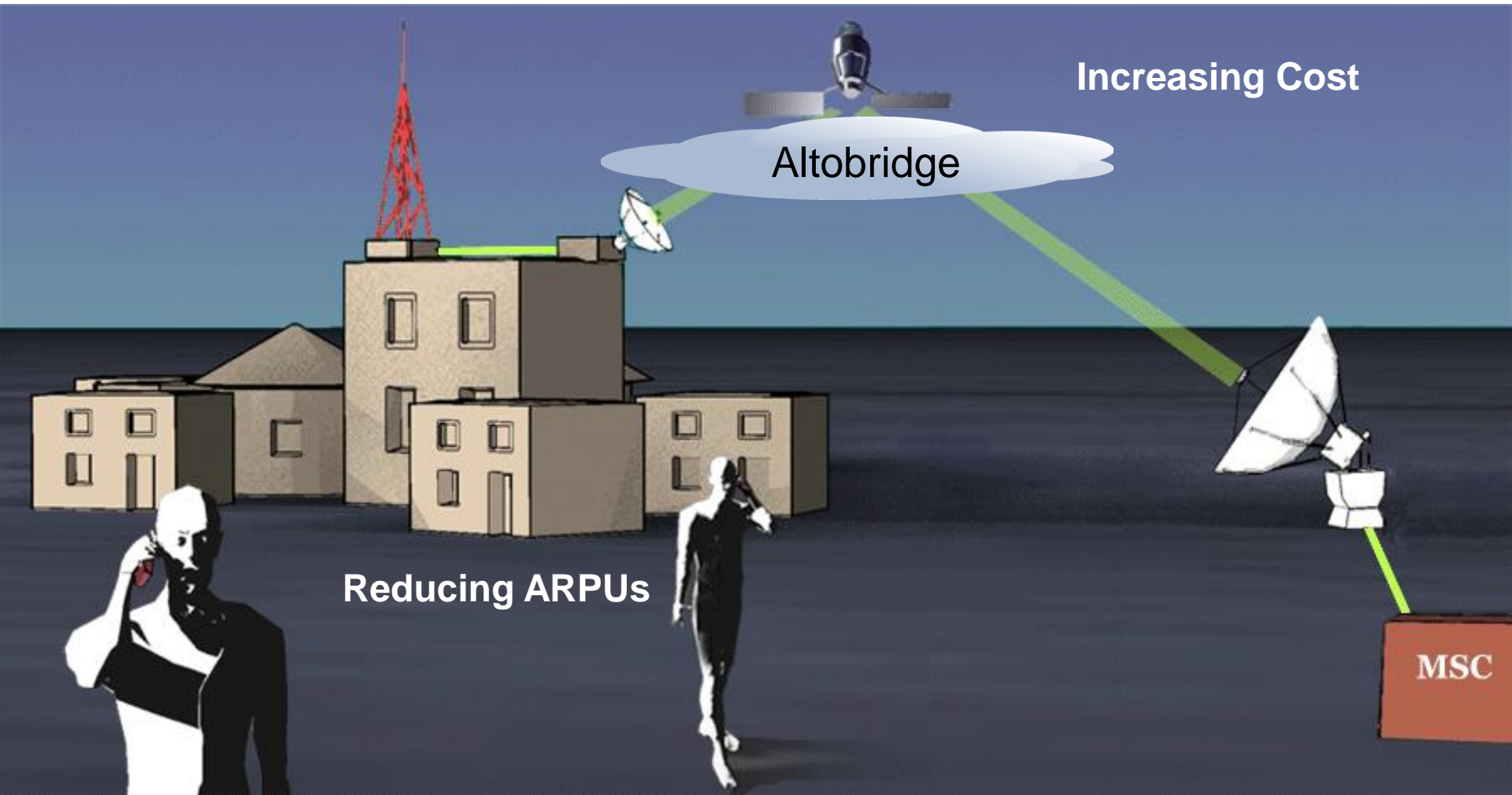


# Altobridge's Value Proposition

## - Cost Cutting at the Edge of the Network



ALTOBRIDGE



# 'Hit 'em Where they Ain't'

## Differentiate - the smarter approach



ALTOBRIDGE



### Local Connectivity™

- Routing local traffic locally
  - up to 70%
- Improved voice quality
  - removes latency for satellite backhaul



### Split Architecture™

- Optimising Transmission
  - Voice
  - Signalling
- On-demand service
- Power optimisation

### Data at the Edge™

- Intelligent router at edge of network
- Optimises transmission

Altobridge

&



ALTOBRIDGE

---

## Commercialisation



# Commercialisation



ALTOBRIDGE

1	2	3	4
Innovative R&D; Knowledge & Experience	Develop Market & Build a Brand	OEM, Partner & Spin Off	Driving Direct Sales & Driving Channels
Target Market Potential		Market Size	
1,000,000 Remote Communities (80% Market Share)		5 BILLION USD	
50,000 Maritime Vessels (90% Market Share)		100 MUSD	
20,000 Aircraft (50% Market Share)		200 MUSD	

## Cooperate or Compete?



# Partnerships & Alliances



ALTOBRIDGE

**Products**  
Local Connectivity™  
Split Architecture™  
Data at the Edge™

**Channel Sales**



**Nokia Siemens  
Networks**



**Fully Managed  
Networks**



MobiCom logo, featuring a red square with a white circular icon containing a stylized 'M' and the text 'MobiCom' in white.

**Vertical Markets**



A Partnership of ARINC and TELENOR

**Blue Ocean**  
WIRELESS

# The Importance of 'R' in R&D



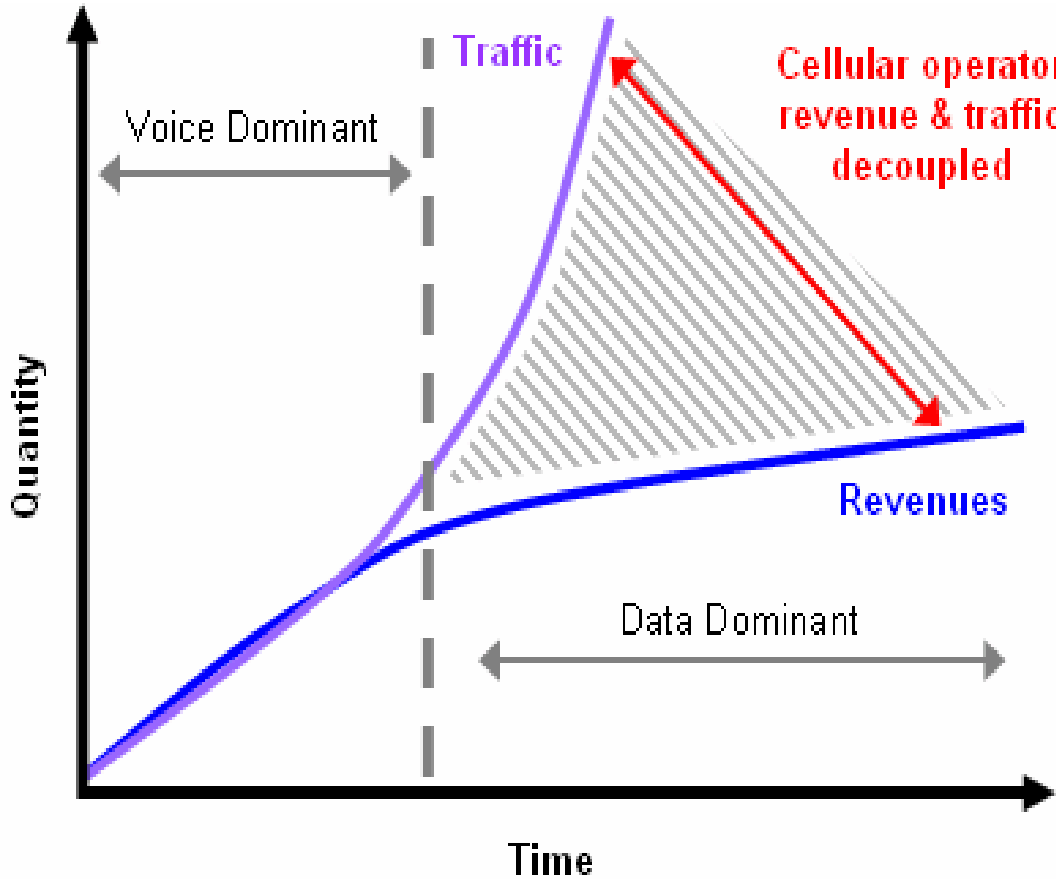
ALTOBRIDGE

- If you choose an indirect model; customer requirements & R&D become blurred – the need for 'R'
  - We have now engaged in several R&D initiatives
- Never let go of Direct Customers – they fuel R&D, Innovation and differentiating Intellectual Property
  - We analyse traffic from or Remote Sites on an ongoing basis to feedback into R&D
- The Patent
  - We have 6 Patents (one of our Strategic Partners has 70 and they have come to us - to help differentiate their offering)

# Into the Future...



- **Manage Channel Conflict**
- **Identify clear lines of engagement** with direct customers  
i.e. Mobile Network Operators
- **Align with partners to deliver cost effective data access**  
at the edge of the network
- **Grow organically** and via **acquisition**



## Data Market

- Strong demand for mobile packet data services
- Growth of traffic flows decoupling operating costs and revenues
- Cell site growth projected to increase materially on a global basis
- Local subscriber behavioural analysis

# **Altobridge Ireland**

Kerry Technology Park, Tralee, Co. Kerry  
Tel: +353 66 719 0210

# **Altobridge USA**

Tyson's Corner, Virginia  
Tel: +1 703 752 1875

**&**

# **Altobridge Malaysia**

Jalan Stesen Sentral 5, 50470 Kuala Lumpur  
Tel: +603 2092 9220

email: [info@altobridge.com](mailto:info@altobridge.com)  
[www.altobridge.com](http://www.altobridge.com)

