

Outlook for the Indian satellite market

India is a new market for satellite devices and **Beam Communications'** channel partner, **Station Satcom**, believes it's only scratched the surface in terms of sales after it recorded initial orders of Beam-branded equipment worth US\$250,000 in the first few months of 2019.



*Station Satcom director,
Anshul Khanna*

Station Satcom has been providing satellite solutions since 1998 and has offices in Mumbai, Chennai and Delhi. It also has a subsidiary in Singapore and growing operations in the Middle East, Europe and Africa. As such, it's well placed to capitalise on the Indian government's approval for the use of satellite equipment running on the Inmarsat network.

The company's director, Anshul Khanna, explained that demand for Beam-branded Inmarsat equipment has come from a range of industries including defence, oil & gas, mining, shipping and disaster management.

"Our market is growing and we anticipate further growth as the Indian market is just opening up to the field of satellite communication," said Mr Khanna.



*Oceana 800
Sat Terminal*



*IsatDock2 MARINE
Docking Solution*

"Future orders will continue to come from these current sectors as well as from new customers. For instance, we believe that the fisheries sector represents a large opportunity as there are 200,000 registered fishing vessels in India."

While the popularity of satellite phones is increasing, Mr Khanna noted that users will need to purchase a docking unit if they wanted to get the most of the devices, and that's where Station Satcom's sales efforts are focused on.

Most of Beam's products supplied to Station Satcom has been for its docking units and its Oceana 800 satellite terminal.

Beam's docking stations are the only ones that are approved by Inmarsat and the Oceana 800 is the only device of its kind running on the Inmarsat GSPS Service.

Why 4G has an edge over 5G for IoT

The arrival of 5G has prompted some to question if it made any sense investing in developing 4G devices. The answer is a resounding "yes" as Beam Communications' non-executive director and mobile industry veteran, David Stewart, believes it will take many years before 4G becomes obsolete.

This is primarily because, despite all the wonders that 5G is promising to deliver, the new generation technology has several shortcomings.

"The biggest issue with 5G is its lack of range as 5G services are delivered on higher radio frequencies," said Mr Stewart, who was the former CEO of NetComm Wireless (NTC).

"This will limit its applications in the Internet-of-Things (IoT) space, particularly when connectivity is needed outside of city centres, like in agriculture and logistics."

(Continued next page)



*David Stewart, non-executive
director of Beam Communications
and mobile industry veteran.*

(Continued from page 1)

Further, the vast majority of IoT applications will not need anything faster than a 4G connection to monitor sensors or track cargo.

Organisations are price sensitive when considering the adoption of IoT services, and that means they will likely opt for 4G as hardware and data costs will be much more competitive than 5G.

“It just doesn’t make sense to develop IoT systems that use 5G at the moment,” added Mr Stewart. “There is a bigger and more immediate market opportunity for Beam to develop 4G/satellite dual band IoT solutions than 5G – and I don’t see this changing anytime soon.”



Top 3 Investor FAQs

Over the past few months, we have been actively engaging with the investment community to put Beam Communications on the radar of more investors. Through this exercise, we’ve noticed that there are a few questions that frequently get asked during meetings. These include:

Q1: What’s Beam’s competitive advantage?

A: There are a few reasons why a small company like Beam is successful in designing and manufacturing mobile satellite devices for a global market. We are the first in the world to bring a satellite hotspot (Iridium GO!) and dual-mode device (Thuraya WE) to market, and we will continue to leverage on our unique strengths to grow the business by multiples of what it currently is.

These strengths are our relationships with major satellite operators who strictly control who makes products for their customers; established partners like Telstra, Singtel and KDDI who sell our devices around the world; and our strong reputation for building quality devices and supporting users 24/7.

Q2: Is Beam worried about copycats?

A: The satellite device market isn’t like the mobile market. Satellite operators strictly control who can manufacture products for use on their network and a device that’s made for one cannot be used on another.

Beam has a long-standing and successful relationship with the world’s three biggest satellite operators – Iridium, Inmarsat and Thuraya. This gives us a key competitive advantage and puts us in good stead to develop new products.

Q3: Why has Iridium GO!® been so successful and what makes you believe the product will continue to grow?

A: Growth in Iridium GO!® is coming from two areas – specific vertical markets that continue to grow and the opening of new geographic markets like Russia and South America. The number of marine installation kits we are selling tells us that GO!® continues to gain traction from the maritime vertical. This is likely due to new apps that specifically uses the device.

We also see growth among the Grey Nomads as they travel to some of the most remote parts of the country. Given the aging demographic, we think this trend will persist over the longer-term. New markets plus increased awareness of the product and the ease of use of some of these apps working over GO!® will continue to see growth in sales of this unique handheld device.

Iridium GO!® is a trademark of Iridium Communications Inc.