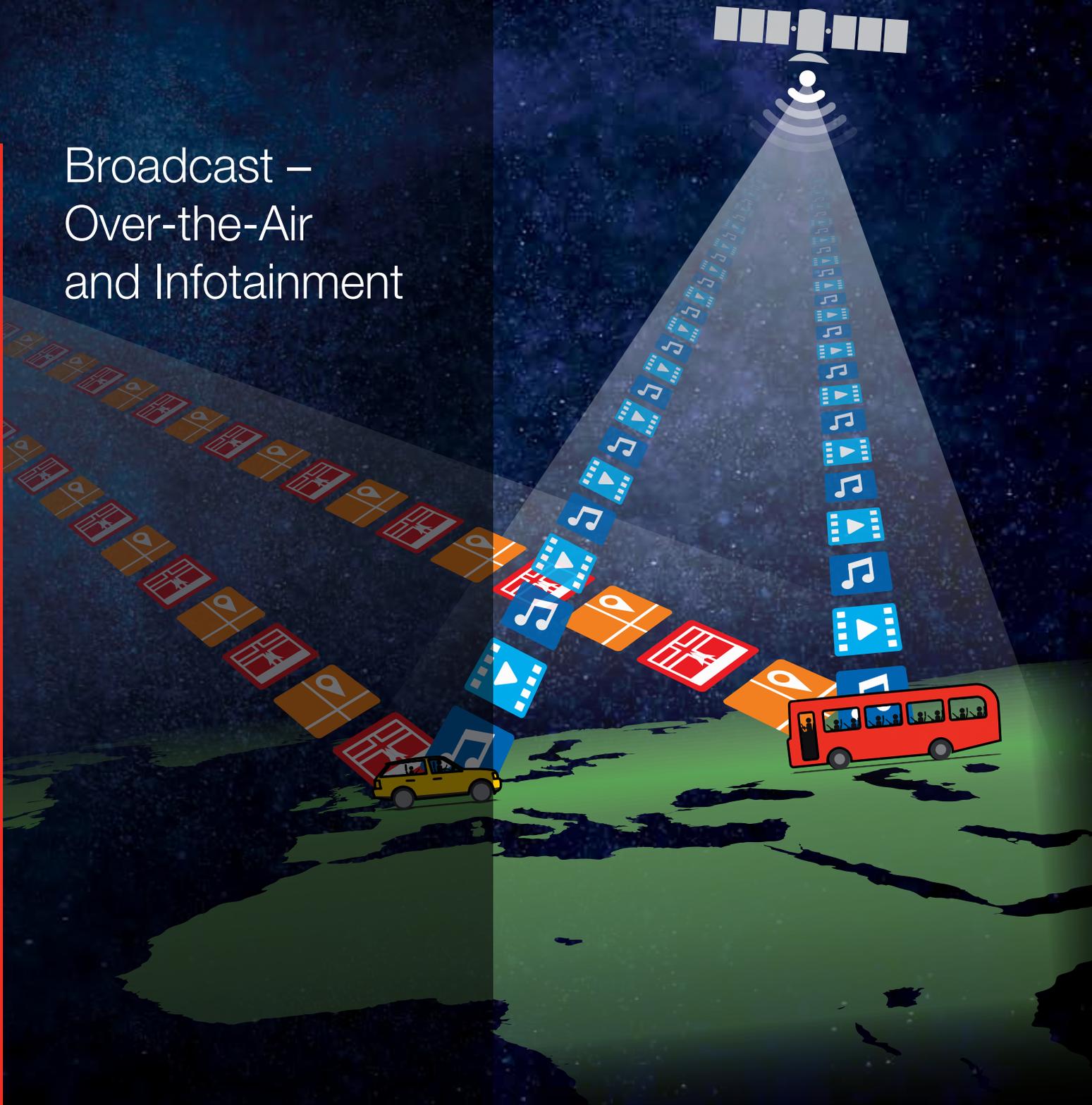


Satellite Applications

Broadcast –
Over-the-Air
and Infotainment



We work with
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Instant global coverage even in remote areas.

Secure channel for OTA updates

Broadcast – Over-the-Air and Infotainment



The Technology

Satellite broadcasting uses communications satellites to send large amounts of data, which may be information or entertainment – ‘infotainment’ – to multiple users requesting the same content. Although traditionally thought of as a delivery mechanism for stationary users, satellite broadcasting is also ideal for providing infotainment to users on the move, as it can have a very large geographical reach, the receiving equipment is small and the systems are highly scalable.

The cost and complexity of the equipment needed to receive broadcast content is fairly low. This makes it attractive for many applications and creates an opportunity for services in the Intelligent Transport Systems (ITS) sector in particular. Indeed, with an increasing demand for richer content in vehicles, the economic benefits of using broadcast technology makes this an attractive solution for a number of ITS applications.

The Facts

Similar to digital satellite television, large amounts of content can be delivered through communications satellites to vehicles of all types. Hence the use of satellite broadcasting can reduce communication costs for businesses wanting to deliver infotainment into individual vehicles or fleets for content updates and live entertainment.

Satellite broadcasting has many benefits:

- delivers rich infotainment content to multiple users simultaneously
- large geographical reach and scalable to any number of users
- instantaneous global coverage on deployment, even in remote and rural areas with low populations
- for businesses, the unit cost of sending data per user is low
- for users, the receiving equipment can be small and is very low cost.

Retrofitting the necessary equipment onto existing vehicles is not significantly complex, such that adding infotainment services can be achieved quickly. The antenna designs are low-profile and have small form factor (flat panel antenna). Multi-functional antenna can be used for receiving broadcast data, for machine-to-machine (M2M) and other types of communication.

Use Cases

Over-the-Air (OTA)

Vehicular connectivity is already enabling new business and service relationships with vehicle manufacturers and end-users. Satellite broadcasting offers the unique capability to perform secure updates to vehicles and applications including maps in vehicles of all types on a large scale at low cost. By offering updates ‘on the go’, individual end-users don’t have to make related visits to a garage or try to perform updates themselves and fleet managers can enjoy significant reductions in downtime for each vehicle they administer.

Refresh On-Demand Content

Travellers in coaches and buses increasingly expect some form of in-vehicle entertainment, either through shared screens or via on-board wifi, providing this can ultimately be a form of revenue generation for transport businesses. However, keeping on-demand content up to date vehicle by vehicle can be very costly. Satellite broadcast, on the other hand, offers the opportunity to routinely refresh large amounts of content at the same time, as required, irrespective of the number of target vehicles.

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