



## **Blue Ocean Wireless launches the World's first GSM Network for Merchant Maritime Vessels**

**Dublin & London, 28 March 2007:** Blue Ocean Wireless, an Irish company focused on expanding communication capability in the merchant maritime sector, today announced the launch of the world's first GSM network for merchant maritime vessels.

Blue Ocean Wireless is a joint venture between private investment firm, Claret Capital, and Irish technology communications company, Altobridge. Blue Ocean Wireless' service will, for the first time, enable seafarers to use their existing mobile phones on board vessels in deep ocean water in exactly same way that they would do in port or on land. Users of the service will be able to make and receive voice calls, send and receive SMS text and email messages and browse the internet using their existing handset. The service will be directed at more than one million seafarers serving as crew on more than 40,000 merchant ships in service world-wide.

### **Blue Ocean Wireless Service Offering**

Blue Ocean Wireless will, together with Inmarsat, the leading global satellite communications service provider, and a leading mobile network operator, provide a global GSM mobile service specifically focused on crew members of merchant ships. This technology can also be applied to Superyachts and other merchant vessels.

Blue Ocean Wireless will also make it possible for ship owners, insurers and Government authorities, as well as shipping suppliers and customers, to track individual shipping containers on board merchant vessels as they traverse the globe using RFID technology. Global logistics managers will be able to independently and reliably monitor, from home base, the status of their shipment containers at all times. This will include the location of the container and other aspects of its condition such as temperature, humidity and, particularly important for security, whether it had been opened or otherwise interfered with.

Domhnal Slattery, Chairman of Blue Ocean Wireless commented "We are delighted to announce the launch of this service today. We have conducted extensive full scale ocean trials of the system which have confirmed not only the robustness of the product but also the level of potential demand. The ability to communicate with friends and families is immensely important to seafarers given the length of time they are obliged to spend away from home. The reaction from the crews of the ships on which we conducted the trials was tremendously positive and we are confident that there will be a strong market for the product."

He concluded "We are extremely pleased to have Inmarsat as a key partner in this process because of its remarkable track record in delivering communications and safety solutions to the marine sector along with Altobridge whose unique technology is a key enabler for this product. No other technology can currently provide cost effective communication for small users groups such as the crew complements on merchant ships. We believe the roll-out of Blue Ocean Wireless' system will be transformational for the lives of over one million seafarers around the globe."

## Technology

The Altobridge patent pending unique technology, the *Aeronautical & Maritime Gateway Platform*, enables cellular coverage on ships at sea, at affordable rates. The onboard cellular network connects back to the land based cellular network via the ships existing Inmarsat satellite system. The Altobridge ground breaking *AM Gateway Platform* architecture is unique in that it does not necessitate permanent satellite connections. The satellite connection is on demand, subject to end user interaction. The equipment footprint is small and compact; in fact the radio base station itself is the smallest commercial radio base station in the world, based on "nano" technology. Installation can be carried out by traditional maritime installation and commissioning engineers.

## Press Conference

Blue Ocean Wireless and Inmarsat are hosting a press conference to launch Blue Ocean Wireless and announce their sponsorship of British yachtsman, Tony Bullimore's attempt to break the solo round the world sailing record in the *Blue Ocean Wireless Round the World Challenge*. The press conference, and a live interview with Tony Bullimore, will take place today, March 28, at 10.30am at the offices of Inmarsat plc, 99 City Road, London EC1Y 1AX. A live dial in facility for those unable to attend is also available on +44 20 7138 0813.

## Contacts

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## About Blue Ocean Wireless

Blue Ocean Wireless is an Irish company focused on expanding communication capability in the merchant maritime sector. Blue Ocean Wireless will provide, for the first time, GSM connectivity for seafarers in deep ocean water, where no other network exists, which allows users to make and receive voice calls, send and receive SMS text and email messages and browse the internet using their existing handset. Blue Ocean Wireless' offering is based on Altobridge's unique patent pending Aeronautical & Maritime Gateway Platform technology. This technology can also be applied to Superyachts, other merchant vessels and used, in conjunction with RFID technology, to track and monitor shipping containers while they are in transit.

## About Claret Capital

Claret Capital is a private investment firm based in Dublin, Ireland and was founded by Domhnal Slattery in 2005. Claret Capital manages the assets of a small number of ultra high net worth individuals and families and has a global investment mandate. The firm has completed investments in the Private Equity, Real Estate, Media and Technology sectors. Claret Capital has also founded a number of new ventures including Jetbird, Europe's first low cost on demand private jet airline. JetBird has ordered 100 aircraft from Embraer and is the launch customer in Europe for the Phenom 100 very light jet.

## About Altobridge

Altobridge is focused on delivering cost effective communications for remote communities including rural villages, seafarers, airline travellers and the world's military, navy and coastguard. Altobridge's technology has also been licensed by AeroMobile, a joint venture between Telenor and ARINC to provide the world's first operational on-board aircraft mobile phone system.