

2004 MTV Europe Music Award's Press Core obtains Broadband Connectivity with KooKu WiFi and Skylogic Satellite Services

Skylogic, Eutelsat's broadband affiliate, which specialises in two-way satellite connectivity, was called upon to provide mission-critical broadband services at this year's MTV Europe Music Awards, hosted in Rome. Skylogic worked in tandem with UK-based KooKu in bringing high-speed IP connectivity to the venue, for real-time transmission of thousands of digital images and e-mail reports as the event unfolded.

The ceremony provides a platform, from which to honour the musicians and artists that have achieved the greatest successes within the European music scene over the past year, and was aired live to 110 Million homes. MTV's Europe Music Awards (EMA's), is now in its 11th year.

KooKu reprises its role for the second year, in successfully bringing crucial satellite connectivity to the MTV press core. This year, Skylogic supplied KooKu with two D-Star satellite terminals and on-site assistance for this prestigious event. The terminals were configured to share 2Mbps of dedicated uplink capacity on Eutelsat's high-powered e-BIRD satellite.

The D-Star satellite system's high uplink capacity was key to the required application of the MTV press core. With current trends towards digital photography, requiring press photographers to upload their images directly to their editor's desks, the need for easily deployable and reliable IP links has increased exponentially. Every photograph taken at the event, which was later printed in the world press, left the venue via the Skylogic terminals.

The Skylogic D-Star systems performed flawlessly, providing ample bandwidth for the press core's communications needs, with a platform that is easily deployable, cost effective and reliable enough for the most mission-critical of events.

About Skylogic

Skylogic is Eutelsat's fully-owned subsidiary for satellite broadband services. Skylogic builds on Eutelsat's expertise in satellite communication, corporate and professional data networks, delivering a cost-effective portfolio of two-way satellite broadband communication services to businesses and public administrations world-wide.

Skylogic's portfolio of services is provided through a wide network of sales channel partners around the globe, selected by their ability to provide high-quality services and solutions adapted to business users' requirements.

From the heart of Europe, Skylogic operates a series of state-of-the-art IP platforms, which offer IP connectivity from the Atlantic to the Pacific Ocean through several fully

interconnected satellite hubs. At the Network Operation Centre (NOC), experienced engineers monitor customer networks round-the-clock.

Skylogic offers off-the-shelf broadband services for resellers, as well as tailored solutions for wholesalers and integrators for the enterprise markets. An International team of experienced satellite industry professionals is available to support our customer's projects small and large.

www.skylogic.com

About KooKu

KooKu, founded in 2003, provides, Hotspot and WiFi solutions, primarily through a team of focused Resellers to both the Public Access and Enterprise Markets. KooKu also provides both permanent Public Access and temporary WiFi solutions for events and conferences.

KooKu's solutions are focused at the market they are intended, and combine simplicity of use, whilst being bespoke to the location and application to be delivered. KooKu has sites in the UK, Canada, South Africa, Denmark and Sweden.

www.kooku.com