

Presentation 12: Satellite Broadband Internet Access in Brazil

Mr. Ricardo Cruz, Broadband Services Director, Star One.

Star One was the pioneer in Satellite Broadband Internet Access in South America. Its Easyband Service, launched by the end of 2001, has already around 10,000 VSAT terminals to customers placed in Brazil. Nowadays, EasyBand Service is going to other South America countries. During the BWA Seminar, Star One will show its experience in the South America market, mainly in Brazil. All important aspects will be approached, as: market positioning, business model, products technical characteristics, regulatory issues, challenges, achievements and others, involved in Star One's current Service. Some recent practical cases will also be presented by Star One.