

## Press release

### **Satcom Direct strengthens European presence with addition of new Swiss office.**

**Basel, Switzerland / 25 May 2018** – Satcom Direct, the business aviation connectivity, software and hardware provider, has strengthened its European presence with the opening of its fourth European office. Situated at EuroAirport Basel Mulhouse Freiburg, one of Switzerland's busiest executive aviation centres, the office is located in close proximity to a number of Europe's leading completion, Maintenance, Repair and Overhaul (MRO) centres where pgrades and completions of large-, narrow- and wide-body cabins form a significant part of the MRO business.

It positions SD at the heart of Europe's satcom installation business and supports the increased demand for the installation of Jet ConneX, the ultra-high-speed data transfer service, for large-cabin, long-range jets, which supported by the SD Router, SDR Gateway hardware and SD software applications delivers the fastest connectivity in the skies.

SD was one of the first companies to prove the Ka-band technology for business aviation, and now supplies over 70% of activated tails using the service worldwide. To maximize this experience SD has developed industry-first Service Level Agreements (SLA), which include onsite support, proactive monitoring, outage notifications and guaranteed email and phone call response times. The Basel team will support the SLAs and also provide configuration, installation and educational support to SD customers in the region.

"We have worked with the local MROs for a number of years from our Geneva office, but with the new base, operators, owners and dealers can be confident installations will run even more smoothly as our technical experts are literally just next door," says Michael Skou Christensen, SD, VP International. "Our strengthened presence in Europe means we can bolster our local support, along with our continent-wide service, to deliver on our promise of never being more than four hours from a customer."

#### **Europe welcomes first SD *Connecting with Customers* event**

To mark the office opening, members of the SD team partnered with business colleagues from Inmarsat, Gulfstream and Viasat to deliver Europe's first SD *CwC (Connecting with Customers)* event. The one-day meeting reflected the ethos of the annual U.S. experience which welcomes more than 300 SD customers and partners to a three-day forum covering every aspect of business aviation connectivity. More than 50 industry experts attended the inaugural event which heralds the launch of CwC internationally. "We do more than just provide connectivity solutions. We improve our customers' understanding and knowledge which enables better decision making when selecting connectivity products. As well as providing a way of thanking our customers, it helps us evaluate what is essential to their operations and makes sure we develop products they need. We look forward to hosting more in Europe and beyond," said Skou Christensen

During EBACE 2018, SD and Inmarsat will once again join forces to present a dedicated Jet ConneX Q&A workshop to elaborate on its functionality and capabilities. The sessions will take place at **booth W115** on 29 and 30 May at 14:00.



**SD Basel Address:** Satcom Direct International – Basel, c/o Swiss International Air Lines Ltd., P.O. Box CH-4002 Basel, Switzerland

**About Satcom Direct:** Satcom Direct (SD) and its companies provide global connectivity solutions for business and general aviation, military, government, and head of state aircraft. The company also provides land mobile services to areas with connectivity limitations. Since 1997, SD has worked to advance the technology of global connectivity, being first to market with new capabilities in communications technology. SD's industry leading hardware solutions, like the SDR, are complemented by their divisional capabilities including SD Avionics cabin and flight deck systems and SD software solutions. A premier Inmarsat distribution partner (including Jet ConneX), Iridium service partner, and ViaSat Ku preferred reseller, SD is also a value-added reseller for Panasonic systems and the exclusive service provider for SmartSky Networks.

SD World Headquarters and primary operations centre is located in Melbourne, Florida, with additional office locations in the United States, Canada, UK, UAE, Switzerland, Hong Kong, Australia, Russia, Brazil, and South Africa. For more information regarding SD, visit [www.satcomdirect.com](http://www.satcomdirect.com), e-mail [sales@satcomdirect.com](mailto:sales@satcomdirect.com), or call U.S. +1.321.777.3000 or UK +44.1252.554.460.

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