



Press release

Satcom Direct ramps up Asia Pacific presence with Hong Kong office expansion.

Wan Chai, Hong Kong / 16 April 2018 – Satcom Direct (SD), the business aviation connectivity, software and hardware provider, celebrated the opening of its new Asia Pacific office on 10th April, accompanied by dancing dragons, traditional Hong Kong fare, and an elite gathering of Asian business jet operators. Situated in the heart of bustling Wan Chai, the expanded Hong Kong home of SD gives the growing customer base easier access to the business as it moves from its Hong Kong airport airside location, to the core of the city’s commercial district.

The state-of-the art premises incorporates high-tech offices, meeting rooms, and a spacious workspace to demonstrate the ever-expanding range of SD services. The contemporary space reflects the innovative nature of the SD culture, and doubles-up as a venue for holding company events and customer training.

The relocation to larger office space is a response to SD’s significant growth in the region which is being driven by the development of the Asia Pacific business aviation market, and in particular the growth of the Chinese business aviation sector. SD’s diverse customer base includes business jet management companies, operators, government, private owners, and corporate flight departments maximising the reliable, customized connectivity services SD designs and delivers.

The new location brings the SD APAC team closer to its customers, facilitating enhanced customer support. “We know clients in Asia embrace the latest technology which is why we wanted to establish an even stronger base to deliver the superior customer support for which we are recognised,” says Chris Moore, CCO, SD.

This includes support for the increasing number of customers in the region installing Jet ConneX, the ultra-high-speed data transfer service. “We were one of the first companies to prove the Ka-band technology for business aviation, and now supply the highest percentage of tails using the service worldwide. We’ve used this experience to create industry-first dedicated Service Level Agreements (SLA), to support our customers’ experience,” adds Moore. The SLAs include onsite support, proactive monitoring, outage notifications and guaranteed email and phone call response times.

The office is manned by the existing seven-strong SD team, but it is anticipated the team will more than double over the next three years as new sales, technical and support roles are filled. “We are genuinely committed to this region and deem our presence essential to maintain customer service levels, manage efficient operations and keep our competitive edge,” says Moore.

The success of SD’s existing customer support in the region was underscored when the business won *Best Operational Support Award* at the *AsBAA Icons of Aviation Awards for 2017*. “The award is testament to the team’s diligence here in the region, and our new office provides great foundations for them to continue to excel,” concludes Moore. The SD team will be meeting and greeting new, and existing customers, at ABACE 2018, 17-19 April, **Booth H1214**.

SD New Address: Unit 1606, 16/F, Harcourt House, 39 Gloucester Road, Wan Chai, Hong Kong



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, e-mail sales@satcomdirect.com, or call U.S. +1.321.777.3000 or UK +44.1252.554.460.

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Media Contacts

Kate Murchison	Jane Stanbury
Kmurchison@satcomdirect.com	ArenaGrp
+1 (613) 224-3301 X209	Jane@arenagroupassociates.com
+1 (613) 410-1768	+44 7803 296 046
	+1 (438) 998 1668