Iridium **Burst**^{SM}

Optimal Global Data Broadcasting

Introducing the first one-to-many global data broadcast service.

Iridium Burst℠ is an entirely new service that makes it possible to transmit data to tens, hundreds, thousands, even millions of devices at a time using the world's most robust satellite network – with a pricing structure that doesn't break the bank.

Key Benefits

Highly Cost Effective
Delivers data to an unlimited number of enabled devices within a targeted geographic region at a fraction of the cost of comparable services.

Powerful Transmission
High-powered satellite transmissions penetrate buildings, partial obstructions and weather phenomenon to reach devices.

Quick Delivery
Transmits highly actionable, customer-specific information in near real-time – often in under 20 seconds.

Stealth Mode
Iridium Burst-enabled devices can be configured as receive-only so that no transmissions are made, a feature valued highly by some customer segments.

Secure Communications
Customer-defined closed user groups ensure that only authorized devices may analyze the data received.

Robust Technology
Iridium Burst service receivers are small, light and meet many environmental standards. Iridium will have a 9602-based Iridium Burst-enabled device at service launch, followed by a 9603-based device within the year.

Data Format Agnostic
Iridium Burst can transmit data in any format desired.

Ease of Use
The ability to send one transmission to thousands of devices simplifies the management of message delivery, especially to high device-density locations.

Global Reach
The service is available from anywhere to everywhere on the planet.

Sample Applications

- **Alert Networks** – Warning systems for impending natural disasters or atmospheric events, government announcements.

- **Private Networks** – Global corporate communications, outdoor advertising updates, traffic alert systems, M2M applications.

- **Command and Control** – Field unit communications, location updates, air marshal briefings.

- **Content Services** – News, weather, sports, stocks.

- **Major Transmission** – Software updates, differential GPS.

iridium®
Everywhere

How Does It Work?

Sending a Message

Step 1: The sender (person or machine) formats the transmission, specifying recipient group, location(s) data is to be sent, and any optional information.

Step 2: The Iridium Burst Service receives the transmission, validates the format, and schedules the transmission(s) before sending the data to the Iridium gateway.

Step 3: The gateway receives the transmission request and sends the data to the appropriate satellite(s).
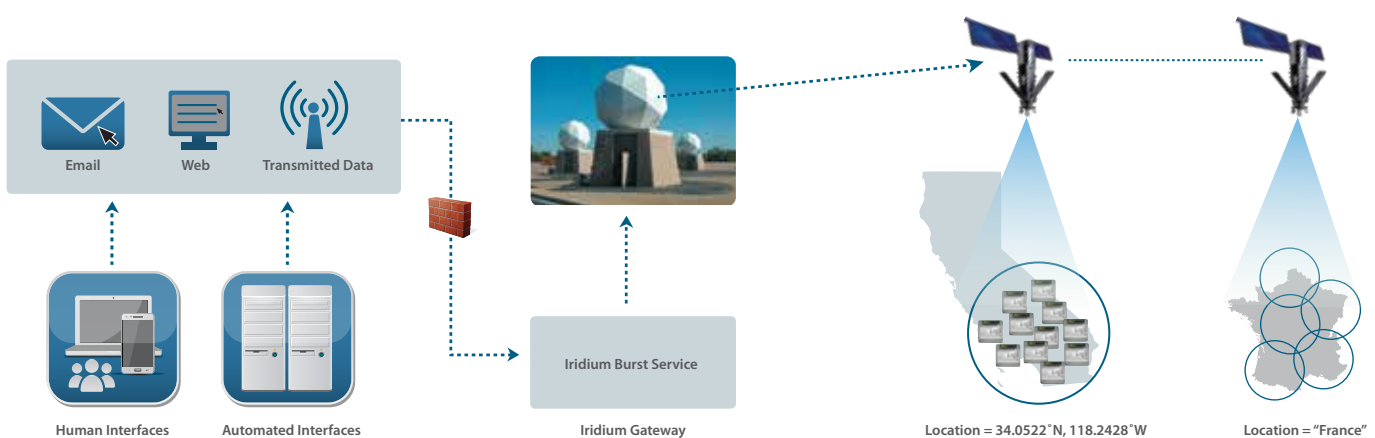
Step 4: The satellite network receives the transmission and relays the data to the satellite beam(s).

Receiving a Message

Step 1: All transmissions are received by every Iridium Burst-enabled device in the target geographic area.
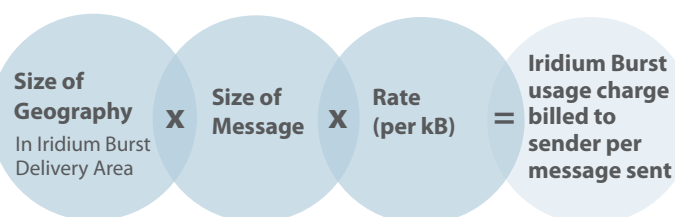
Step 2: Only those devices belonging to the specified recipient group (i.e. authorized devices) are able to unscramble the message.

Step 3: The field application pulls the data from the Iridium Burst-enabled device.

| Email | Web | Transmitted Data |

Human Interfaces **Automated Interfaces**

Iridium Burst Service

Iridium Gateway

Location = 34.0522˚N, 118.2428˚W

Location = "France"

Pricing Structure

Usage Charges

Size of Geography In Iridium Burst Delivery Area

X

Size of Message

X

Rate (per kB)

=

Iridium Burst usage charge billed to sender per message sent

Access Charges Usage

Billed Item	One Time Charge	Monthly Recurring Charges	Billed Party
Iridium Burst Device	At Activation, Deactivation	For each month active	Seller/VAR of the Iridium Burst device
Subscription	At Activation, Deactivation of Group	For each month active	Owner of the Subscription Group

Only one communications company connects the entire globe

Iridium commands the world's furthest reaching network, making it the only truly global communications company with solutions that span from pole-to-pole. Iridium voice and data products provide superior communications solutions that allow global companies, government agencies and individuals to stay connected everywhere. With a unique, global ecosystem of partners, Iridium continues to create new, high-value capabilities that are leading the world into a new era of communication.

www.iridium.com

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Everywhere

RELIABLE · CRITICAL · LIFELINES