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Editor

Championing the satellite cause

In this issue, I have been particularly struck by the good that satellite does and the fact that we really should wave the flag more for this industry and its incredible work. Just recently, I sat down for a talk with Lou Zacharilla, Director of Development for the Society of Satellite Professionals International. He was telling me more about their Better Satellite World campaign and though we all know it, the drum has not been banging loud enough in support of the importance and relevance of the work that satellite does for all of us.

The Better Satellite World campaign illustrates with stories from everyday life, the contribution that satellite technology gives to mankind. Whether it is through TV or computer networks, public safety, transportation, global security, financial markets, health and social care, disaster recovery - satellite permeates everything we do, whether we know it or not. Satellite is vitally important. The problem is that the majority of people aren't aware of this. This lack of awareness creates more challenges for the industry as it moves to become more of a mainstream technology.

Understanding of satellite and its capabilities is fairly limited, and it shouldn't be. Satellite services tend to be associated with rain fade and latency. This is simply no longer true. Satellite technology has been going through a period of intense evolution which enables those who deliver satellite services to offer extremely high quality, reliable, resilient, scalable and cost-effective connectivity to anywhere on the planet. What other industry can say that?

The Better Satellite World campaign is being supported by the biggest names in the satellite industry. Besides telling the stories about the ways in which satellite is a transformative technology, the campaign is opening the door to other applications, encouraging industries that perhaps have never considered satellite as a solution before, to come and look at the benefits it can deliver. This will widen the satellite market. It will promote it further. At a critical time, when the World Radio Communication Conference is being held in Geneva and where the satellite industry is fighting to save C-band from the clutches of wireless industry – what time is better than now to stand up and champion satellite and make the world realise just how critical it is.

For too long, the satellite industry has hidden its light under a bushel. It is such an exciting time to be involved in this dynamic industry what with the promise of the new generation of High Throughput Satellites, the renaissance of the small satellite and new launch vehicles to name just a few of the developments.

If you do have the time, visit www.sspi.org and take a few minutes to read the stories that have been sent in from all over the world – and then tell your friends. It's time the industry went out to the world to let everybody know the good that satellite does. ■

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