

## What is Point & Play®?

Point & Play, a patent pending technology from Newtec, is an innovative self-installation system available on Sat3Play satellite broadband access terminals. The system consists of an antenna pointing tool (shipped with every terminal), combined with advanced software embedded in the indoor modem. Point & Play allows the installer (be it a professional installer or the end-user) to easily position the antenna correctly by identifying the satellite and providing feedback on both signal quality and lock.

The Point& Play system does not require any software to be installed on the end-users' computer.

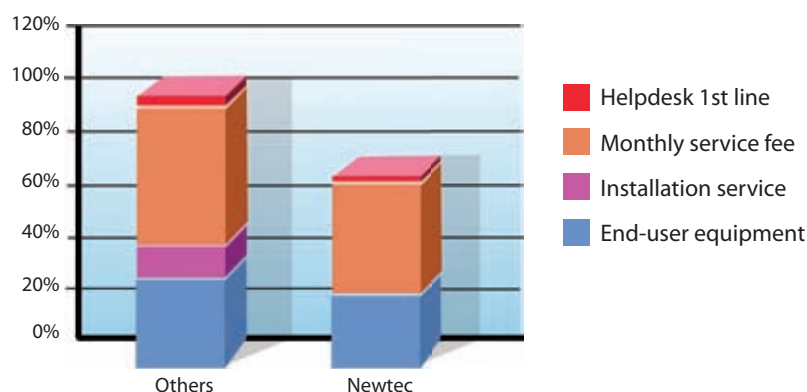
# Sat3Play®



## The Value Of Point & Play®

Within the broadband access consumer market, one of the most important buying criteria for the end-user is the price to purchase the equipment. The cost of installing this equipment at the end-user premises is often an important part of this initial investment.

The total end-user investment model usually resembles the left part of the following graph:



As can be seen on the right of this graph, Sat3Play combined with Point & Play reduces the cost of all these elements down to the lowest level available on the market. By doing this, the total price of the equipment at the end-user's premises is not a deterrent factor for capturing new service subscribers, and the whole value proposition is more competitive.

In the next chapters, the impact of Point & Play is discussed in terms of:

- Eliminating the cost of installation
- Providing competitive service fees to end-users
- Increasing the revenue of the service provider

# Eliminating the cost of installation

### The Value of Point & Play for the *consumer*

Contrary to other consumer satellite broadband access systems, the Sat3Play end-user equipment can easily be installed by an average end-user without any specific qualification or tool. This is achieved by providing a self-installation capability with the following characteristics:

- No GPS coordinates necessary
- Easy antenna pointing **within minutes** without the need for expensive antenna pointing tools:
  - Correct satellite identification
  - Satellite signal quality feedback
  - Correct Satellite lock feedback
- No computer pointing software required
- Zero end-user configuration of the IP modem
- Fast & automated commissioning of the terminal

Real life network deployments have shown that in markets where consumers are used to install their television satellite antenna themselves, **more than 80%** of the Sat3Play end-users also install their satellite broadband internet terminal on their own. This means that when consumers have the choice, they prefer not to pay for an installer service. In other markets where end-users usually pay for DTH installations, Point & Play is equally valuable for professional installers (see "The Value of Point & Play for installers" chapter).

Other advantages for the end-users are:

- Possibility to use variable cable lengths, without the need for level calibration or other configuration aspects.
- Easy and fast re-pointing after disturbances caused by extreme weather conditions.
- Less (paying) calls to the service desk because of the ease of installation.

### The Value of Point & Play for *service providers & installers*

Nowadays, VSAT solutions need trained & certified installers, requiring the service provider to offer training services (development, training, housing, ...) and for the installers to buy expensive tooling such as spectrum analysers, a GPS receiver or satellite signal level meters. In addition, the procedure to install an antenna, point it correctly, and finally set the end-user equipment in operation can be a time consuming activity.

The cost of starting a service and the speed of installation are important parameters in the business model of the service installers, as it determines the price they can charge for the installation.

One of the vital things for the service providers is to make their business as attractive as possible to a large audience of installer companies, in order to increase their distribution footprint. So, by breaking down barriers such as the cost of starting a service, the speed of installation and the profitability of the installation, more installers are able and incited to perform these services. This creates more outlets for the business of the service provider.

Since the installation can be done by the end-user, additional business models become possible, such as full e-commerce and retail distribution. Through these distribution channels, the end-user can still decide whether to do the installation himself, or to buy installer services. Giving the end-user this choice adds to the value proposition of the total solution.

Examples of possible distribution models:

## Retail Distribution



## E-commerce distribution



Some Comparison:

	Others	Point & Play
ISP Effort		
Develop training service	2 – 3 weeks	Not needed
Set-up training service	On-line & instructor lead	Installers manual
Salary of trainers	High	-
Technical level installers	Need certain technical level	No high technical level is required
Attract installers	Paid for Certification program	Easier to install More installations / day No training required
Installer effort		
Class Training	8 - 32 hours	-
Class training cost	\$599 - \$1599	-
On-line training	8-16 hours	(optional)
Pointing tools	Examples : Superbuddy : \$659 Wildblue APA : \$110 Spectrum analyser : \$588 - \$1186	Point & Play included
Time to install	1 – 2 hours	Within minutes

# Providing competitive service fees to end-users

The price of the monthly service of a satellite broadband system is mainly dictated by the price of the space segment and the operational cost of the service. Sat3Play already delivers the highest possible bandwidth efficiency. With Point & Play, it also offers the lowest operational costs on the market:

### Lowering operational costs with Point & Play

Customer support towards end-users usually covers equipment installation, set-up and maintenance issues.

Point & Play has a significant impact on these costs:

- Less calls to the service desk thanks to the ease and simplicity of the installation procedure.
- Faster & automated terminal provisioning system.
- Less mis-pointed antennas.
- Fast and efficient field interventions.
- Lower logistic & spare part costs.

# Increasing the revenue for service providers

Because of the lower total end-user investment model delivered by Point & Play, more room for margin is possible, and this creates opportunities for extra revenue streams:

- No discount needed or “free installation” campaigns to compete with the competition, since the end-user equipment installation is not included in the business model.
- Extra revenue can be generated if the end-user decides to buy the installer service.
- The Point & Play installation capability makes it possible to sell through retail channels, while maintaining a very low operational cost.

About 20% of the terminal population will choose for installation services in countries where DTH-self-install is common practice.

## Summary

With the pricing of broadband service fees under pressure, every aspect of the service cost model counts. For the provider of satellite services, any improvement is important.

Point & Play positively impacts the following business parameters:

- It differentiates the service against the competition.
- It lowers the total price of the end-user investment.
- It increases end-user satisfaction by giving options.
- It lowers the operational cost of the service provider.
- It improves the competitiveness of the service provider.
- It increases market penetration by creating more distribution channels.
- It creates extra revenue streams.