



The 2nd Myth of Satellite Service

Proof that Myth #2 - SATELLITE IS SLOW - is busted!

The satellite industry is very familiar with the 3 myths of satellite services: - You know, that satellite is expensive, slow and it has a latency problem. This is generally the default starting point in any solution discussion when satellite is proposed. In this series of Info Posts we are going to provide actual market references to prove these myths as outdated and no longer applicable to the current satellite technologies available in the market today.

Myth #2: SATELLITE IS SLOW

"My service is slow".... This is the standard complaint of any broadband user. Service response or speed is a bit like "how long is a piece of string" discussion and can easily end in no conclusive outcome. Also, because today we can have 100Mbps broadband services to the home, it immediately creates the impression that the 10Mbps service of last year is slow.

Adding to this a bit of science that proves that data transmission through free space is faster than through fibre cables we clearly realise this can become a complex subject. Stepping away from a theoretical or rhetorical view we will rather just simply outline why Twoobii is a fast "off-grid" service.

Did you know?

Satellite is 40% faster than fibre?
2.99 x 10⁸m/s. **vs** 2.14 x 10⁸m/s.



Use Case #2: Twoobii as the low-cost option for Retail

Yes, for fixed broadband and data access services there is a technology "pecking order"; first option should be fibre, then wireless and then satellite. What is very wrong is that satellite is not considered for those "off-grid" locations where you can't get fibre or fixed wireless. It is even further wrong because you believe it is because satellite is slow. The Twoobii standard broadband service offering includes a 20Mbps service while it operates on a total platform delivering data at a 100Mbps. For any "off-grid" location where you are not connected to the fixed telco grids this is certainly not a slow service!

