



## PRESS RELEASE

- World's first international GSM network operator allowing cell phone subscribers to use their own cell phones as normal, when on board.
- MCP has made cellular telephony networks to evolve from stationary into movable communication platforms, a "world first" achievement.

### **CELLULAR TELEPHONY SERVICES FOR PASSENGERS AND CREW ON BOARD FERRIES AND CRUISE SHIPS IS NOW BECOMING REALITY**

Technological and societal changes have brought about the "communication society". Both devices and people are connected through telephone and data networks in an ever-increasing degree. People are getting accustomed to, and increasingly demand to be "online" all the time. This is evident in both the private "family and friends" sphere as well as in work related situations. Thus, whether people are at home or at work, or vacationing, stationary or travelling they want to be able to live their normal life, with instant communications at hand. People want to be able to reach anyone and to be reached by anyone.

This is the reality for most people in the industrialised world today, with one notable exception: people being on board boats and airplanes. Although there are telephones and slow-speed data network services available, these are expensive, not omnipresent and inconvenient to use. The most common and widely used communications device, the cell phone, cannot be used onboard floating vessels.

Maritime Communications Partner (MCP) is exploiting this "last frontier" in mobile communications, and provides seamless connectivity via personal cell phones to both crew and passengers onboard cruise-ships, ferries and other vessels around the world.

Being approved by ITU-T as an international cellular operator, MCP is able to provide seamless network operation throughout the oceans, as well as facilitating handling of regulatory issues world-wide.

MCP combines a unique technology package, solving all the technological challenges, with the fully recognised international operatorship, handling the very complex and costly legal and regulatory challenges. Thus, the ship owner can make money by delivering a convenience service in demand, and operate this service in full legal compliance all over the world, also in national waters.

The capability to build, operate and maintain networks onboard moving installations, together with a unique model for running a cell phone operator business suited for transitory mobile users,



provides for increased competitiveness and major marketing advantages for the ship operators.

The revenue generating customers are the individual passengers and crew on the ships, who are able to use their own standard cell phones as they normally would, automatically through the onboard MCP network, using industry standard roaming agreements. This is totally seamless, the same way as when they turn on a cell phone after having landed at an airport in a foreign country, or when they travel outside the coverage area of their native (home) operator on land. MCP tariffs all calls, and handles the revenue flow generated by the networks, through industry standard billing and accounting.

Using its unique technical competence, MCP has developed crucial, advanced additional functionality, allowing cellular telephony radio networks to evolve from stationary into movable communication platforms, a “world first” achievement. MCP’s unique technology platform is built on standardised hardware, software and network components, adding proprietary software modules based on open standards. The systems are scalable both with regard to technology and capacity, and because they are built utilizing standard components they are cheap to deploy and operate.

Bringing this technology, from its current GSM platform, into a combined platform for both GSM, CDMA and private switching technologies, will soon be another major achievement by MCP.

[www.mcpinc.biz](http://www.mcpinc.biz)

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