
ISCe 2006 DRAWS CAPACITY AUDIENCE; ATTENDANCE SPIKES 15 PERCENT COMPARED WITH PREVIOUS YEAR

(San Diego, CA)—At the conclusion of the fifth annual ISCe conference here last week, conference organizer Hannover Fairs USA (HFUSA) hailed it as the best attended since its Long Beach launch in 2002. According to ISCe Conference Chairman David Bross, ISCe 2006 drew a capacity audience of 600-plus registrants and exhibitors, a 15 percent increase compared with 2005.

During the course of the three-day conference, ISCe 2006 drew together high-ranking government officials and senior industry executives from the enterprise, entertainment and military markets. In plenary sessions and panels spanning key functional tracks, and in hallways and multiple networking events, participants exchanged information and views on the current and future direction of the vibrant communications satellite business.

Adding to the vibrancy of the hallmark HFUSA conference was the 24th AIAA International Communications Satellite Systems Conference (ICSSC-2006), which ran concurrently with ISCe 2006. Several hundred ICSSC attendees participated in a number of ISCe sessions and events, further fueling the exchange of information and bridging of ideas for more effectively addressing market communications requirements.

Several themes dominated the conference: the critical need for commercial bandwidth and services to support the military and its warfighters, disaster and emergency communications capabilities for first responders; and the increasingly crucial role of satellite and hybrid solutions and how they deliver value to end users.

During ISCe's annual awards dinner hosted by The Boeing Corporation, ISCe honored the following companies and executive: for Technology and Innovation, Hughes Network Systems LLC; Industry Leader, JSAT International; Lifetime Achievement, Joseph Clayton, Chairman, Sirius Satellite Radio.

In his annual State of the Satellite Industry report, David Cavossa, Executive Director of the Satellite Industry Association (SIA), reported that the global commercial satellite industry generated nearly \$88 billion in revenue in 2005, an increase of more than 7 percent compared with previous year results. Cavossa noted that new technologies and applications in the mobile sector, and consumer applications, such as satellite radio and HDTV, were fueling the industry's rebound after several difficult years in the early part of the decade. (Go to www.sia.org for the full report.)

Futron Corp, a technology management consulting firm specializing in the space industry, conducted and announced the results of its annual ISCe attendee survey. Nearly a third of conference respondents reported that government agencies accounted for over half of their new business in 2005, with 65 percent stating that, among government agencies, the DoD was the primary source of their new business last year. Overall, respondents in the survey indicated they believe key sectors for industry growth will continue to be satellite capacity sales to DoD and commercial customers, with mobile services growing faster than either video or private network business. (Go to www.futron.com for a copy of the survey.)

ISCe President and CEO Art Paredes applauded co-hosts Satellite Industry Association, Carmel Group and the California Space Authority for contributing to the success of HFUSA's fifth annual U.S. satellite conference. "ISCe is the only communications conference that brings together leading experts from satellite and terrestrial services providers with end users from every sector of the consumer and enterprise business. We are thrilled and proud that ISCe has become an annual must-attend forum for so many industry and government leaders, and plan to build on this success at ISCe 2007, which will again be held at the San Diego Hilton Resort at Mission Bay."

About ISCe

ISCe is an annual satellite and communications event that focuses on satellite and hybrid network solutions for the business, retail, entertainment, government and military sectors. ISCe 2007 will take place June 5–7 at the San Diego Hilton Resort at Mission Bay in San Diego, California. Visit www.isce.com for more information.

About Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc., the U.S. subsidiary of Hannover, Germany-based tradeshow organizer Deutsche Messe AG, organizes tradeshows, group exhibits and marketing programs at events throughout the world. Visit www.hf-usa.com to learn more.

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