

QUESTION:

Our management would like additional information on the financial operation of the market study. Will you be just recouping costs or trying to establish pricing supply and demand. Please provide a brief description.

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ANSWER:

ARINC will not charge fees nor recover any development costs under the requested experimental license.

ARINC, in cooperation with SES-AMERICOM, plans to test a limited capacity satellite system and ground network with a small number of prospective satellite service business jet users. This market segment is arguably different from the original target market of recreational internet users who fly on commercial jets. Business jet users represent a much smaller potential market and demand superior service. At the same time, business jet users are active at unscheduled intervals for irregular periods. It is important to accurately determine network usage for this market segment and optimize both economic and performance trade-offs before offering this service.

A minimal satellite subsystem and ground network will be implemented to collect statistics on the following:

- Message types (email, web browsing, file transfer, etc.), sizes, and frequency;
- Actual data rates on forward and return links;
- Time of day and duration of flights;
- Time of day and duration of communications sessions;
- Satellite link reliability and coverage in flight;
- User response to network interfaces and web pages.

These data will be used to confirm link budget calculations, measure actual system performance, determine effective throughput, predict queuing delays, obtain user feedback, and to accurately estimate system resources and costs for the prospective service.