

# SPACECOM

SPACE COMMERCE CONFERENCE AND EXPOSITION



HOUSTON

## FOR IMMEDIATE RELEASE

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### “Satellite 2.0” Will be a Major Focus of SpaceCom Conference and Expo

**HOUSTON** – The first words spoken from the surface of the Moon, “Houston, Tranquility Base here...,” were simultaneously heard around the world as the result of technologies developed both for space and terrestrial communications. Today, communications technology in space and on the ground are [changing and improving life](#) on Earth. Enabling this convergence of space and terrestrial communications are satellites.

One of the principle features of the first annual [SpaceCom \(Space Commerce Conference and Exposition\)](#) in Houston, Nov. 17-19 will be the flourishing new roles that satellites are playing around the world in major economic growth areas. They span the economic spectrum, including: communications, environmental monitoring, GPS, weather forecasting and enhanced farming techniques.

“In the U.S. and most developed countries, the general public tends to take for granted the benefits we gain from satellites because we have had access to them for decades,” said George Whitesides, CEO of Virgin Galactic. “Today, with the advent of smaller and cheaper satellites, these benefits are spreading around the globe. Innovators in industry, academia and government have already proved that small satellites can be built quickly and affordably while still being capable of doing significant things. The data generated from these smaller, cheaper satellites will greatly benefit life on Earth, and could form the basis for a new layer of information infrastructure essential to our way of life.”

Attendees to SpaceCom will be exposed to the companies in the forefront of these capabilities, including the following:

- **Global Internet by Satellite:** O3B Networks already has 12 satellites in orbit providing internet service to developing nations such as the Cook Islands, Papua New Guinea, and American Samoa. In June, OneWeb selected contractor, **Surrey Satellite Technology**, to build and launch its 900-satellite global satellite system providing Internet coverage everywhere in the world including the remaining three billion people in more remote and technologically lagging countries. **Virgin Galactic** is one of the launch providers for OneWeb.
- **Earth Imaging: UrtheCast**, a Canadian company that operates two cameras on the International Space Station (ISS), announced plans to launch a constellation of 16 optical and synthetic aperture radar imaging satellites by the end of the decade, to be built by Surrey Satellite Technology.
- **Flood Forecasting & Drought Monitoring:** NASA's Soil Moisture Active Passive (SMAP) satellite system will help scientists collect data to improve flood forecasts and

drought monitoring, helping residents in low-lying regions brace for floods and farmers prepare for drought conditions.

- **Weather Forecasting:** Weather satellites are already collecting analog equivalents of weather information. New satellite systems will allow for digital equivalent data, which will provide far more accurate weather forecasting data that can be used by national and international weather forecasting models as well as commercial enterprises. These advanced satellites can also track changes in the ozone layer, volcanic ash, wildfires and Arctic sea ice.
- **International Corporate Communications:** Data breaches have become almost a pandemic and several large international companies are exploring the use of a private satellite array that is owned by them for all corporate communications.

“SpaceCom is designed to educate business leaders on tested space technologies and how to apply them to solve real-life business challenges, dramatically impacting a company’s profitability,” said James Causey, executive director of SpaceCom. “Many companies are already learning about, and adopting, these technologies in areas such as remote medicine, water purification, oil and gas exploration in harsh environments, complex communications systems and weather data reporting. SpaceCom’s unique, interactive conference program and dynamic trade show floor will provide a forum for dialogue, facilitated problem-solving discussions and methods to implement space technology for practical, business application and innovation.”

SpaceCom 2015 will feature conference sessions with experts in the satellite industry from Virgin Galactic, Draper Laboratory, Surrey Satellite Technology, UrtheCast, Aquila Space, Satellite Applications Catapult, Teledyne Brown Engineering, the Tauri Group and NASA. A full conference agenda is available [here](#). SpaceCom will take place at the George R. Brown Convention Center in Houston. Early bird [registration](#) is available through Sept. 11, allowing attendees to save up to \$300 on the full conference.

### **About SpaceCom**

The [SpaceCom \(Space Commerce Conference and Exposition\)](#) is a dynamic three-day event engineered to fuel business innovation across the medical, energy, transportation/maritime, communications and advanced manufacturing industries. SpaceCom distinctly unites public and private stakeholders involved in domestic and international space commerce with a new group of global business executives looking for competitive advantage through the application of space technology to their industries.

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