

## Applications: B2B/B2C



*"Technological advancements from the MeCA project will benefit both marine operators and passengers. In addition to commercial applications, real-time data collection and reporting will improve vessel safety and performance with navigational and weather analysis."*

*Roger Flood, President and CEO of Marine Atlantic*



### PRIME CONTRACTOR:

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### PROJECT PARTNERS:

**Colabnet (Canada)**  
**Marine Atlantic (Canada)**  
**Woodwards Group of Companies (Canada)**  
**Marine Institute of Memorial University of Newfoundland (Canada)**  
**SmartLabrador (Canada)**

### PROFILE:

Through previous projects such as MIST (Marine Interactive Satellite Technologies), Telesat and its partners have validated the concept of using satellite-based IP technologies for marine broadband service delivery. This led the MeCA project to adapt commercially deployed Ku-band satellite technologies to provide full-time IP connectivity in the marine environment. This technology is also used as the basis for a commercial service offering to fleet operators that would also allow an economic return to the operator through revenues generated through enhanced passenger services such as on-vessel information services, VoIP communications, banking services (e.g. ATM access), and wireless and kiosk-based Internet access.

On successful demonstration of eCommerce applications under the MeCA project, Infosat, a wholly owned subsidiary of Telesat, is now providing commercial services to Marine Atlantic for its three vessels (MV Joseph and Clara Smallwood, MV Caribou, MV Leif Ericson) which provide a vital marine transportation link between Newfoundland and Labrador and mainland Canada. Infosat is also providing commercial services to Woodward Group for its two vessels (MV Northern Ranger, MV Sir Robert Bond) serving coastal Labrador. Infosat is continuing to actively promote the eCommerce services in the marine environment.