

CVE Shines at Lodging Industry's Biggest Show

COMSAT Video Enterprises played a starring role at the International Hotel/Motel and Restaurant Show in New York last month. The Clarksburg contingent introduced a major new hotel management and communications system and unveiled a new trade advertising campaign. In addition, CVE produced and broadcast "COMSAT Video Magazine", a daily news program featuring highlights of the exhibition.

COMSAT Guest Services, an interactive system that affords immediate access to a wide range of hotel services was also introduced at the show. With the new system, guests can check out of their rooms, review their bills, set a wakeup buzzer, access messages and much more.

"This product is the first of its kind," said CVE's Vice President of Sales and Marketing, Frank Famariss. "It can handle an almost unlimited number of simultaneous transactions, such as checkouts, and also features several advanced television functions as well."

"This system has a broader range of services than any competitor," Famariss added.

Famariss stated that in field testing by an independent marketing research firm, a vast majority of users preferred the CVE system over that of its primary competitor, Spectradyne.



CVE's new Guest Services system... a hit with hotel guests.

COMSAT Video Magazine

In an innovative program developed by CVE and Lodging Magazine, highlights of the show were captured by a CVE video crew and narrated by a professional anchorman. They were then broadcast twice daily in CVE's more than 1600 affiliate hotels.

"The magazine was designed to let our hotel customers who were unable to attend in person to participate by videoconference," said Elizabeth Lee, CVE Marketing Manager. "We provided an inside glimpse of the show, including coverage of new products, seminar speakers and industry-related events."

New Attitude at CVE

CVE also introduced a new advertising campaign at the show. The campaign publicizes the new customer support programs, and uses the tag line "Of all the people we entertain every night, one smile means the most to us." It depicts a hotel hallway with several doors, one of which is the hotel's general manager.

"CVE is implementing several significant customer support programs, including a new billing system and a new account support team," said Alison Curtis, director of marketing. "This advertising signals to our customers that there is a 'new attitude' here at CVE."

The ads will run in the lodging industry trade publications Hotel Management, Lodging Hospitality and Hotel and Resort Industry. Advertising for COMSAT Guest Services will also run in these publications. ■

President Bush Nominates Former Governor to COMSAT Board of Directors

President Bush nominated former South Carolina Governor James B. Edwards to be the newest member of the COMSAT Board of Directors last month. Edwards, who was governor from 1975 to 1981, has served as President of the Medical University of South

Carolina since 1982.

Prior to his election as governor, Edwards was a member of the South Carolina State Senate. He also practiced as an oral surgeon in Charleston from 1960 until 1974.

The 62-year old Republican is mar-

ried, has two children and resides in Mt. Pleasant, South Carolina. His nomination is subject to confirmation by the U.S. Senate, and its approval is expected. ■

COMSAT GIVES YOU THE LOWEST MARITIME RATES TO EUROPE!

There are several coast earth stations you can use for INMARSAT satellite calls. But only COMSAT's Southbury coast earth station gives you an 88-per-minute rate for early morning calls to Europe. Free from hidden land-line charges or add-ons. See for yourself how COMSAT's rates compare to other INMARSAT coast earth stations.

ATLANTIC SHIP-TO-SHORE TELEPHONE THROUGH-RATE COMPARISON
per-minute rates for direct-dial calls from (501) 233-1111

INMARSAT
COAST EARTH STATIONS

JANUARY

- CSD exhibits during 1989 Middle East Communications Conference in Bahrain.
- New ad cards introduced for CVE movies.
- CSD supports preparations for successful launch of last Intelsat V.

For more info on new maritime services

COMSAT Maritime Services
1001 Tullamore Place, SW
Washington, D.C. 20021

Or call us at:
1-800-423-9192



FEBRUARY

- A study released by COMSAT shows that satellites and fiber optic cables will be cost-competitive in the future, and will play complementary roles for years to come.
- Installation gets underway at the Riviera in Las Vegas, CVE's largest hotel.
- COMSAT participates in the Telemedicine Spacebridge, linking U.S. doctors with their Soviet counterparts treating victims of the Armenian earthquake.
- CSD completes installation, training and test of first international Voice of America earth station in Botswana, expanding satellite interconnect system from 12 to 30 channels.

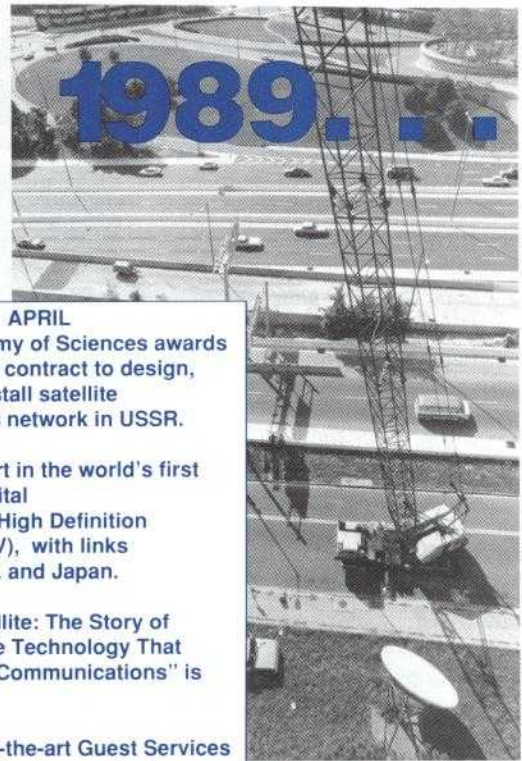


MARCH

- CVE conducts price elasticity study in test hotels.
- COMSAT initiates an ambitious advertising campaign in both print and electronic media.
- CSD wins \$16.9 million contract by Turkish PTT—Turkey Defense Mediterranean Improvement Project to modernize U.S. military communications in the Mediterranean.



TODAY



APRIL

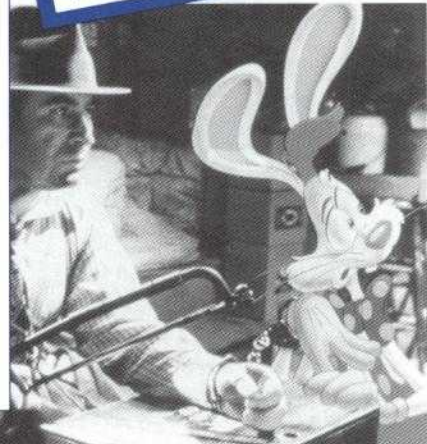
- Soviet Academy of Sciences awards CSD \$4.4 million contract to design, integrate and install satellite communications network in USSR.
- WSD takes part in the world's first international digital transmission of High Definition Television (HDTV), with links between the U.S. and Japan.
- "Live Via Satellite: The Story of COMSAT and the Technology That Changed World Communications" is published.
- CVE's state-of-the-art Guest Services System installed in the new Radisson Ypsilanti.

JUNE

- Pat Kiernan becomes the first COMSAT Employee to celebrate 25 years with the company.
- COMSAT and Japan's Kokusai Denshin Denwa (KDD) agree in principle to provide satellite aeronautical services on a global basis.
- COMSAT granted patent for satellite management technique known as the "COMSAT Maneuver."
- New revenue sharing program introduced at CVE.

MAY

- The FCC approves COMSAT's entry into the aeronautical market and COMSAT Aeronautical Services is formed. COMSAT Maritime Services is renamed COMSAT Mobile Communications to reflect its broader market perspective.
- Korean Telecommunications Authority awards CSD a \$4.4 million contract to build coastal earth station in Republic of Korea.
- Software upgrades to Network Control Station (NCS) and Network Control Processor (NCP) software at Southbury Earth Station completed by CSD.
- A new WSD video offering: a one-week television lease — is used commercially for the first time by NBC to transmit coverage of Emperor Hirohito's funeral from Tokyo to the U.S.



COMSAT Employees Take Part

Training Sessions on Advances in Digital Technology Beamed to Latin America

Several COMSAT employees played major roles in a recent five day training program for telecommunications engineers and managers in Latin America. The sessions were broadcast over the U.S. Information Agency's WORLDNET system, and represent a cooperative effort between the U.S. Telecommunications Training Institute (USTTI), COMSAT, AT&T and other public and private concerns. Conducted in Spanish, they were designed to share advances in digital technology that are revolutionizing the communications industry.

On the teleconference's opening day, WSD President Bruce Crockett joined with other telecommunications leaders from the public and private sectors in welcoming the participants. WSD's Vice President and Deputy Division Manager Jack Hannon offered the day's closing remarks, and previewed the events of the coming week.

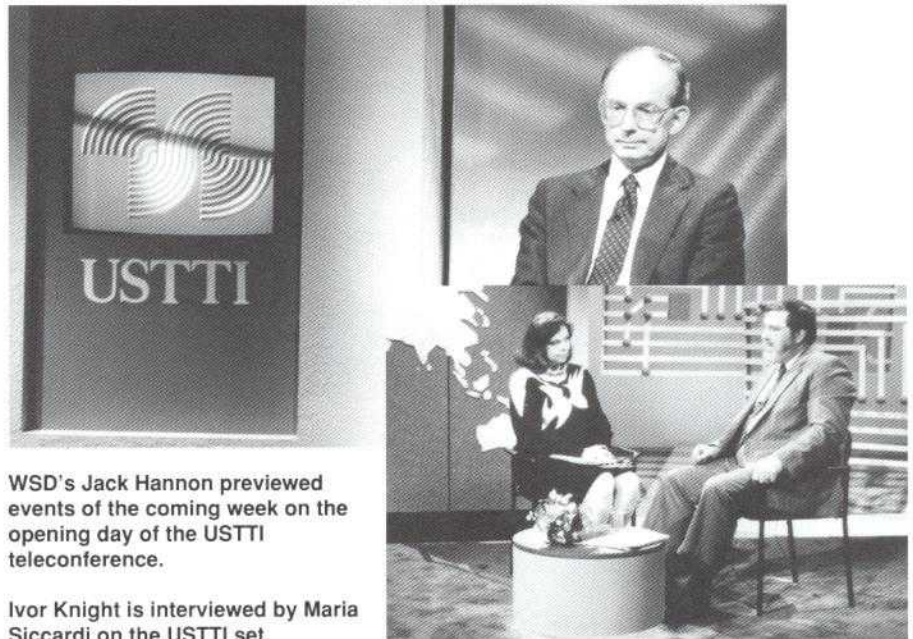
Highlights of the conference included segments on Integrated Services Digital Networks (ISDN) conducted by Ivor Knight. Knight, COMSAT's director of International Systems Standards, explained and answered questions about ISDN. He also conducted a demonstration of its technology.

Stephen Skjei, COMSAT's director of business development, shared the guest expert's spot with Intelsat's Lester Veenstra in a Day 4 session entitled "Digital Services: IBS."

Susan Cecala, business consultant for Business Planning and Development, taught a segment on international "Training Via Satellite."

What USTTI Does

A joint venture between the U.S. telecommunications and broadcast industry and the United States government, USTTI provides tuition-free training to telecommunications and



WSD's Jack Hannon previewed events of the coming week on the opening day of the USTTI teleconference.

Ivor Knight is interviewed by Maria Siccardi on the USTTI set.

broadcast professionals from the developing world. Founded in 1982, it has offered training to more than 1,750

men and women from 111 developing countries. ■

The COMSAT-Jefferson Alliance is Gaining Momentum...



... but the School of Distinction still needs your help! Corporate Affiars, x6800

CSD's Ron Council Helps Keep Secrets Secret

For CSD's Ron Council, individual accomplishments are nothing new.

Since graduating with honors from E. E. Smith High School in Fayetteville, N.C. in 1968, the 39-year old Council has recognized opportunity and seized it. Today, the eldest of Richard and Emma Council's eight children holds a graduate degree and three post graduate degrees.

Honored For Task Force Role

Dr. Council was recently honored by the National Security Telecommunications Advisory Committee (NSTAC) for his efforts on a special Industry Information Security Task Force. He was presented with one of only nine Certificates of Appreciation awarded nationally by the National Communication System to task force members representing nationally known telecommunications companies.

The task force was appointed five years ago to address a long standing concern over the potential vulnerability of information systems to improper access and use. In response to these concerns, executive branch directives have been issued on the subject, while Congress has addressed the problem by holding hearings and considering legislation.

According to Council, President Carter was the first chief executive to issue a directive on the matter in 1979. In 1984, President Reagan issued a further directive which spelled out National Policy on Telecommunications and Automated Information Systems Security.

Trying to Strike a Balance

In late 1987, the National Security Council issued a follow-on directive that called for a new classification of "sensitive but unclassified data."

"Many critics were opposed to this," explained Council. "They viewed it as an attempt to undermine constitutional checks and balances while creating a new form of government censorship within private industry. They also said it would threaten the passage of infor-



Dr. Ron Council

mation vital to technological advance."

"We had to find some kind of balance to satisfy both sides in this issue," said Council. "After five years we made our report."

Foremost among the report's recommendations was a decision to provide a consistent national policy base that assigns responsibilities in protecting data on a government-wide basis.

According to David J. Cade, CSD's director of marketing and business development, Council's background and everyday performance made him an

ideal selection for the NSTAC Task Force.

Today, Council is Director of Department of Defense Marketing with specific responsibility in the area of Communications, Command, Control and Intelligence (C3I) programs.

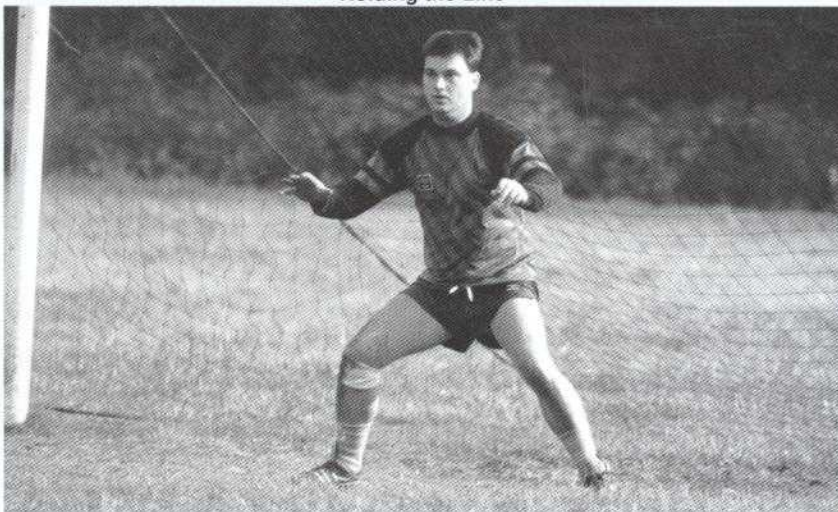
'Church, School, Work'

Prior to joining COMSAT Systems Division Council was employed by the Harris Corporation and by the Mitre Corporation.

After receiving his undergraduate degree with honors in Computer Science from the University of Maryland in 1972, Council continued his studies and earned a masters degree in Systems Engineering from Maryland in 1976. He earned his second M.S. degree, this time in economics, from Howard University in 1980. Two years later he earned a Ph.D. in economics from Howard as well.

"It seems as if all I've ever done is go to church, go to school and go to work," Council reflects, smiling. "But that's OK, because that's what my mother always taught me, and that's what I've always tried to practice—good Christian ethics." ■

Holding the Line



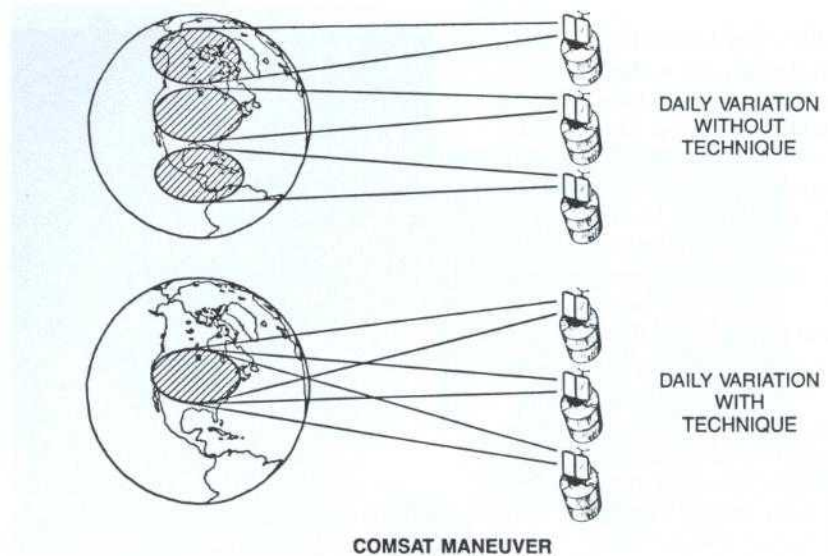
The Tax Department's Mike Oglesby is the picture of concentration as he plays goalie for the COMSAT Soccer Club.

Arabsat Awards CSD \$1.2M to Employ "COMSAT Maneuver"

COMSAT Systems Division has received a \$1.2 million contract to extend the operating life of two in-orbit satellites owned and operated by Arabsat, a communications consortium of 22 member-nations of the Arab League.

CSD will reposition the two satellites into an inclined orbit using the "COMSAT Maneuver", a satellite station keeping technique patented by COMSAT earlier this year. The contract calls for the first use of the technique licensed to an outside user.

First announced in 1986, the "COMSAT Maneuver" involves precise changes in the angle of orbiting satellites to achieve dramatically reduced levels of fuel consumption. Use of the technique should extend the service life of Arabsat's orbiting satellites by three to five years. A number of U.S. domestic satellites, as well as several international service satellites are presently operating using the "COMSAT Maneu-



ver".

Arabsat's relationship with COMSAT began in 1979 when the organization contracted for planning and launch

services for its first generation of satellites. Arabsat began providing satellite communications services to its member-nations in 1985. ■

COMSAT Releases Second Wave of Travel Industry Research

Taking a cruise to get away from it all used to mean getting away from it all. But according to a recent survey conducted by COMSAT Maritime Services, more cruise travelers than ever want to stay in touch with those they left behind.

The study determined that 85 percent of today's cruise travelers have left or would leave instructions on how to be reached on board ship. Only 77 percent said they would do so 18 months ago when the first wave of the two-part study was conducted.

The survey's second wave, completed in September, was conducted through personal interviews with more than 200 vacationers and written questionnaires from more than 300 travel agents.

The study also found that those who have taken cruises are slightly more interested in and familiar with on-board

communications than travel agents are. 40 percent of the travelers said shipboard communications make an ocean cruise more attractive, while only 31 percent of travel agents said their customers were interested in this feature.

Cruise Ship Communications Catching On

"We're pleased that cruise ship communications services are catching on with travelers," said Herman Molzahn, director of passenger ships and yacht markets for COMSAT's Maritime Services. "However, we were surprised to find a discrepancy between what travel agents perceive and what travelers are telling us."

Our goal now is to convey this information to travel agents to provide them with information so they can meet the needs of their clients," he said. "Like car, rail and airplane phones, this is

clearly a part of a trend for both consumers and professionals to expand their reachability."

Molzahn said 59 percent of travelers already believe it is easy to make a satellite telephone call from a cruise ship. Only 20 percent of travel agents shared this view.

"This may be a case where consumers are driving the demand and the travel industry will have to catch up as the service catches on," he said.

Molzahn added that as awareness of shipboard satellite communications increases, those services travelers take for granted on shore may become more of a selling point for them while at sea. Travel agents may want to inform passengers that they have access to satellite telex and fax equipment located in ships' communications offices. ■