

# Paradigm

By Ulf Sandberg, Managing Director

**Paradigm has made strong advances by providing satellite and communication solutions across many sectors and networks and has developed innovative products which are unique within the industry.**

## **User-Friendly & Smaller Satellite Terminals.**

High on the list is the development, launch and subsequent excellent market reaction that Paradigm's new flat panel Swarm45 has received. The terminal itself stands out from the competition due to the unit's ultra-portability, impressively high data rates and quick and simple deployment.

Swarm45 provides the BGAN-like simplicity that the industry is demanding—but with the speed of VSAT. The unit's marketing launch and initial deployment in a commercial application at the tail end of 2015 created high levels of interest.

With feedback from key customers and partners, Paradigm has been fine-tuning Swarm45's design throughout 2016 and the result is a truly unique product. Now operational for more than a year on regional satellites and also approved for use on Global Xpress, Swarm45 is suitable for a range of sectors including news gathering, exploration, emergency response, military and government.



Paradigm's Swarm45 offering.

## **Power Of The PIM**

The PIM, designed and manufactured by Paradigm, facilitates meeting the demand for mobile satellite terminals which are quick and simple to setup and point. The Indoor and Outdoor PIMs are common terminal interface controllers for VSATs, operational on all satellite networks in any frequency band.

They integrate pointing and M&C along with any industry-standard modem in lightweight and easy-to-use units. The PIM pointing tool on the ruggedized Outdoor PIM allows terminals to be pointed without a spectrum analyzer using intuitive visual and audio cues to guide even unskilled operators. Also removed is the need for bulky auto-acquire solutions which can adversely affect reliability.

As a Global Xpress (GX) Integration partner with Inmarsat, coupled with Paradigm's engineering expertise, integration of the PIM provides a quick route to the GX market for terminal manufacturers, a fact already used by Datapath for their GX Type Approved terminals.

## **Increasing Mobility For The Maritime Sector**

With the increase of Ka- and Ku-band satellite networks delivering seamless communication across the globe, Paradigm's maritime solutions enable secure and reliable systems to operate wherever they are needed. From design, installation and commissioning, to testing, support and training, during 2016 Paradigm partnered and supplied a number of key projects for maritime customers.

## **World-Class Testing Facility**

2016 also witnessed Paradigm's new facility open in Alton, Hampshire, which is being widely used for satellite equipment testing and training. Well-connected by road and rail to London and all the main London and other airports, this facility offers training rooms, equipped indoor test rooms and outdoor terminal test sites for training, testing and hands-on practical experience.

The facility provides a broad range of satellite equipment as well as good visibility and connectivity to satellite services. Adding value for customers, this test facility does just that. With Paradigm engineers on hand to assist with any training and trouble-shooting required, customers have the space and flexibility to re-create the sort of challenges they can expect when in the field.





*Paradigm's Outdoor PIM.*

### **Adding Value**

Paradigm has always aimed to go the extra mile and 2016 provided to be a fantastic opportunity to demonstrate such endeavors. Selected to urgently provide multiple VSAT systems for an EU-funded African project, Paradigm was able to ensure a reliable and rapid response to this project.

With Europe's largest SATCOM warehouse, equipment was consolidated, individually crated and the initial requirement shipped within a few weeks. Crucially, each system was custom-crated by Paradigm so that, on arrival, the installation and setup could happen as quickly and easily as possible. As the project progressed, Paradigm's advanced distribution system allowed the remaining order requirements to be rolled out as per the customer's specification.

### **Showcasing New Technology**

Paradigm's new TV channel on YouTube, ParadigmTV, was also launched in 2016. Created to showcase the firm's ground breaking satellite terminals, this channel marks some significant steps forward for Paradigm and has become an excellent source for training and information resources.

Looking ahead to 2017, Paradigm is anticipating another exciting year.

Demand for the ultra-portable Swarm45 terminal is expected to rocket, ramping up Paradigm's manufacturing and distribution. In turn, this will generate further refinements and modifications leading to the nexgen of hardware. Increased mobility and even faster deployment without any specialist skills will always be the driving force. Additionally, Paradigm will be acquiring more approvals on more networks and with more satellite operators.

With Ka- and Ku-band High Throughput Satellites (HTS) creating truly global satellite networks of communication, Paradigm will be aiming to step up the firm's focus through the Middle East and Asia.

The recent appointment of Stephen Rudd to develop international business underlines the significance of these markets to Paradigm. Rudd joins the company from Vislink, where he was most recently CEO and previously held the roles of Managing Director of Advent Communications and headed up Vislink Group's Asia Pacific operation from Singapore. Rudd has a successful track record of developing international business and revenue streams and putting business plans into practice.

In 2017, Paradigm also expects to see HTS becoming more available and more accessible, delivering the speed, the global connectivity and the reliability which the market is demanding. Paradigm's product development and its integration knowhow will be well positioned to take full advantage of this advance.

### **Where Is The Satellite Industry Heading?**

The satellite communications industry is no different than other industries in this modern age. Markets are built on supply and demand and the telecoms market is in the forefront of development with users demanding more bandwidth, faster data speeds and a better communication experience everywhere, on tap, day or night.

The satellite communications industry is driven by these models; satellite technology needs to be lighter, smaller and be able deliver a better feeling for the customer. The improved ability of pointing antennas using simple methods and common core hardware has given customers' more confidence, allowing the removal of complex, heavy auto-pointing mechanisms and expensive technical training.

By making the process of pointing an antenna simple and accurate, and building on this user-confidence, hardware becomes faster to point, producing reliable results, over and over again.

The industry has altered its mind-set to favor core, common hardware for that very reason, with confidence and reliability extending beyond the end user. Reducing the size of the equipment has improved the range of applications. Users can now carry hardware as hand luggage on planes, keeping the unit in sight rather than trusting the safety of the plane's hold or requiring specific air-freighting and logistics arrangements to be in place before travel.

The future of the industry is seamless mobility using smaller terminals with simple setups.

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