

Another Success Story from CyberStar



Keeps the
international presses
rolling—via satellite



“The World’s Newspaper”

CyberStar Digital LinkSM service delivers global reliability



has become a publishing industry success story by creating a unique product to meet an astutely identified need — a daily newspaper that delivers the news from a nation wide perspective. No wonder *USA TODAY* — dubbed “The Nation’s Newspaper” — is by far the number one published news source for Americans on the move.



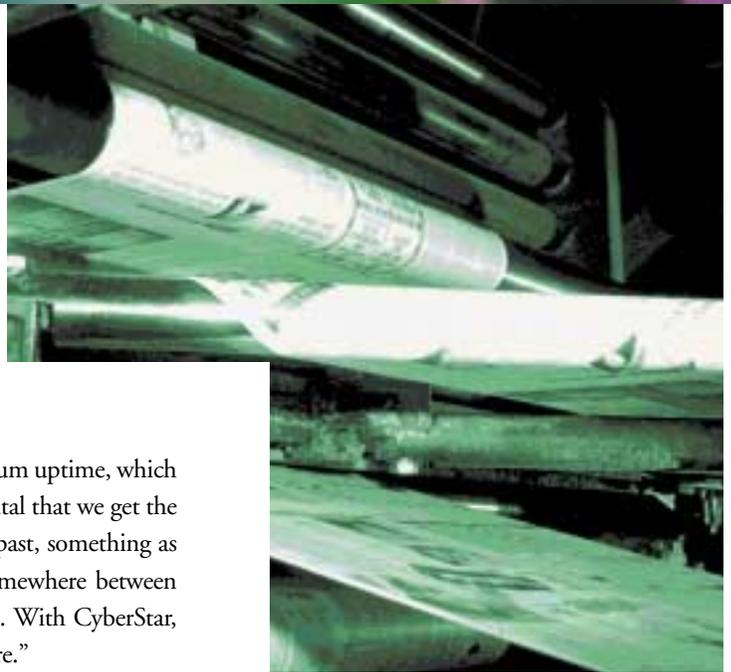
Of course, American travel — both business and pleasure — is not limited to the 50 states. That’s why *USA TODAY* launched its European and Asian editions and with escalating circulation figures driving the addition of several new printing sites, the paper is currently being produced in London, Frankfurt, Brussels, Milan, and Hong Kong.

USA TODAY is a distinctly American institution, and all editorial and ad content for the foreign editions is written and laid out at the organization’s domestic headquarters in Virginia, and then transmitted to the five foreign print sites for production and dissemination. This high level of domestic control, however, can come with a price — a vulnerability to losing data when transferring the hundreds of megabytes the newspaper must transmit daily. Terrestrial telephone infrastructure, not consistently reliable in the U.S., is even riskier when connecting to international locations, as *USA TODAY*’s prepress operations director Steve Terrillion can attest.

“When using terrestrial lines, we’ve had downtime and data transfer rates slowing down to the point where it was just impossible to meet our press deadlines,” he said. “These data links are mission critical, and we prefer not to rely on terrestrial infrastructure. Our responsibilities to our readers and to our advertisers demanded that we find a better solution.”

Boosting reliability via satellite

With CyberStar’s Digital LinkSM service, *USA TODAY* has found that better solution, safeguarding the publisher’s reputation and millions of dollars in advertising revenue every day. Digital Link is a turnkey satellite network service that uses state-of-the-art very small aperture terminals (VSATs) to send and receive digital signals. Unlike even the most sophisticated landline services, Digital Link is unaffected by physical barriers, line damage, number of users, or lack of local infrastructure. In fact, the service can be implemented anywhere in the world on short notice, providing highly reliable two-way data, video, or voice transmissions for any corporate application.

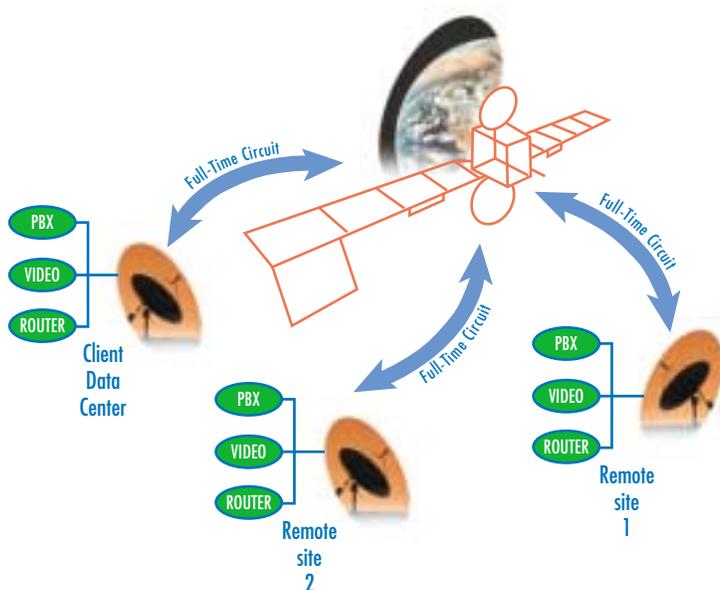


“Avoiding terrestrial lines guarantees us maximum uptime, which is critical to our success,” said Terrillion. “It’s vital that we get the data to the print sites by the deadline. In the past, something as mundane as a backhoe cutting into a line somewhere between here and Europe could put us out of business. With CyberStar, we don’t worry about those situations any more.”

Terrillion also likes the fact that the hubless, “rooftop to rooftop” service is reasonably priced, and that CyberStar personnel are always there to ensure that he gets maximum success from the network. For example, he notes that when he recently had to make a fast change in the location of a foreign printing site, his CyberStar partners were ready to move.

“They made extraordinary efforts to ensure that I had connectivity to a new print site in record time,” he said. “I was impressed with their response and they were key to ensuring that we kept the presses running for that edition.”

Terrillion notes that this high level of support has been typical of his experience with CyberStar.



“CyberStar is a straightforward company with excellent engineering and excellent customer service.”

Expanding the *USA TODAY* network with CyberStar

Pleased with the increased reliability provided by the Digital Link service, *USA TODAY* have expanded their partnership with CyberStar and added two new print sites to their point-to-point network as well as reconfiguring a new site in Hong Kong.

Because of the distances involved and the curvature of the earth, data cannot be sent directly via satellite from Virginia to Hong Kong. Consequently, *USA TODAY* had to "landline" the data to the West Coast for uplink to the satellite, which then transmitted it to Hong Kong where it was sent via landline to the printing site. However, Terrillion notes, he was no longer willing to accept the vulnerability of the 3,000 mile terrestrial leg, and looked to CyberStar for assistance.

"CyberStar offered a 'double-hop' solution where we put a dish in Virginia, send the data up to the satellite, drop it to a dish in Hawaii, send the signal to another satellite, and then drop it to our site in Hong Kong. We'll avoid the need for terrestrial lines entirely," Terrillion explained. "They implemented this for us on a rush schedule so we could get the Asian transmission up to the same high level of reliability as our European ones."

In fact, *USA TODAY* was particularly keen to get its Hong Kong plant up and running so that it could print its Sydney extra edition (a version of *USA TODAY* international printed in Hong Kong) and then distributed at the 2000 Olympics in Sydney.

In addition, *USA TODAY*'s growth plans include adding new international print sites to meet escalating demand, and they plan to keep their CyberStar partners close at hand to meet that need when the time comes.

"CyberStar is a straightforward company with excellent engineering and excellent customer service," said Terrillion. "We have no complaints."

About CyberStar

CyberStar is a leading satellite provider of high-quality data, voice video, and Internet backbone delivery to multinational enterprises and Internet service providers (ISPs). Using its global IP multicast network, CyberStar quickly and efficiently distributes multimedia and data-intensive content around the world via innovative high-speed satellite links that avoid network congestion, Internet bottlenecks, and underdeveloped infrastructure. Regardless of geographic location, time differences, or "last-mile" barriers, CyberStar can deliver data, broadband, streaming media, Webcasts, and Internet backbone connectivity that meet end-user expectations. The company combines services and marketing expertise with resources and operations in every major region of the world.

For More Information

Get all the details on the advantages of using CyberStar's premium Enterprise and Internet Services for the world of communications your company imagines. And see how easy it is to start doing business at the speed of thought. Contact a CyberStar representative at the office nearest you or reach us on the Web at www.cyberstar.com.

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