

## Elara Comunicaciones Supports Campaign Promoting Satellite

*How Satellites Make a Better World Details Industry's "Unknown" Achievements*

**Mexico City, D.F., Mexico – December 10th, 2015** – Elara Comunicaciones announced its endorsement of the “Better Satellite World” campaign of the Society of Satellite Professionals International (SSPI). The campaign catalogues the enormous contributions of satellite technology to human welfare, the economy, peace and security, and is part of a long-term effort to raise awareness of satellite as one of the world’s essential technologies. The modern world literally runs on satellite, from TV and computer networks to weather forecasting, public safety, transportation, global security, retail payments and the world’s financial markets. But few people know this, and that lack of awareness creates headwinds for the industry while limiting the value that satellite can deliver to governments, business and society as a whole.

SSPI is leading a consortium of organizations and associations, including ESOA, GVF, SIA, CASBAA and WTA, in an effort to bring the industry’s role in the global economy to light. Its website ([www.bettersatelliteworld.com](http://www.bettersatelliteworld.com)) promotes the industry and has already published a wide range of stories from around the world that highlight satellite’s role in the work to end polio, enable disaster recovery, promote environmental education, and carry sports and entertainment to billions, as well as its essential roles in the financial industry, economic development in remote areas and the flourishing of democracy.

Among the stories is global distribution of the Live Earth benefit concert, which raised awareness of the need for urgent action on climate change. The story, “Rallying the World to Climate Change,” explains how, through a C-band and Ku-band satellite network, Live Earth 2007 reached a global audience of 2 billion people with a message of hope, education and action on climate change. A story titled “What is a Game Worth?” details the essential role of satellite in helping more than 3 billion people see the 2014 World Cup and allowing FIFA and broadcasters to generate over US\$4 billion in revenue. Another story, “Bringing Hope to Enslaved Children,” details how the donation of Internet connectivity via satellite has allowed a pioneering educator in Ghana to give free slaves a path to self-sufficiency.

“We are very excited to be part of this initiative. In Elara we know how important it is to do everything possible to connect more people, and aligned to that objective we potentiate the use of satellite technology to make a better world for everyone, and in our particular case especially in Mexico” said Joanna Estrada, Corporate Communications Manager of the company.

SSPI invites the submission of stories by email to [makingthecase@sspi.org](mailto:makingthecase@sspi.org).

### **About Elara Comunicaciones**

Founded in 2004, Elara Comunicaciones offers the best service experience to its clients, being a business consultant for their telecommunications needs. In 2015 Elara partnered with NorthGate Capital to further expand product offerings and geographic coverage. Elara is the most experienced teleport operator within the corporate market, for satellite telecommunication and technology services in Mexico. The company offers tailor made and innovative satellite solutions for GSM backhaul, quick start, back up and primary links, for vertical markets such as Oil and Gas, Mining, Carriers and Government. Elara has VSATs operating corporate traffic with voice, data and video, using its teleport located in Mexico City. Elara has the ISO 9001:2008 certification, thus guaranteeing the standardization of its services and processes, making the operation more efficient and allowing the company to be part of the sixty “Best Mexican Companies”.

For more about how Elara makes the impossible to connect more people, go to [www.elara.com.mx](http://www.elara.com.mx)

### **About SSPI**

The Society of Satellite Professionals International ([www.sspi.org](http://www.sspi.org)) promotes the growth of the satellite industry by educating current and potential end-users and the general public about the indispensable contributions of satellites to business, government and human welfare, and by connecting satellite professionals worldwide through education, knowledge-sharing and fostering professional relationships. SSPI is leading a consortium of industry associations and organizations to promote the ways satellites make a better world.

For more information or to learn how you can contribute to the new campaign, go to [www.bettersatelliteworld.com](http://www.bettersatelliteworld.com).