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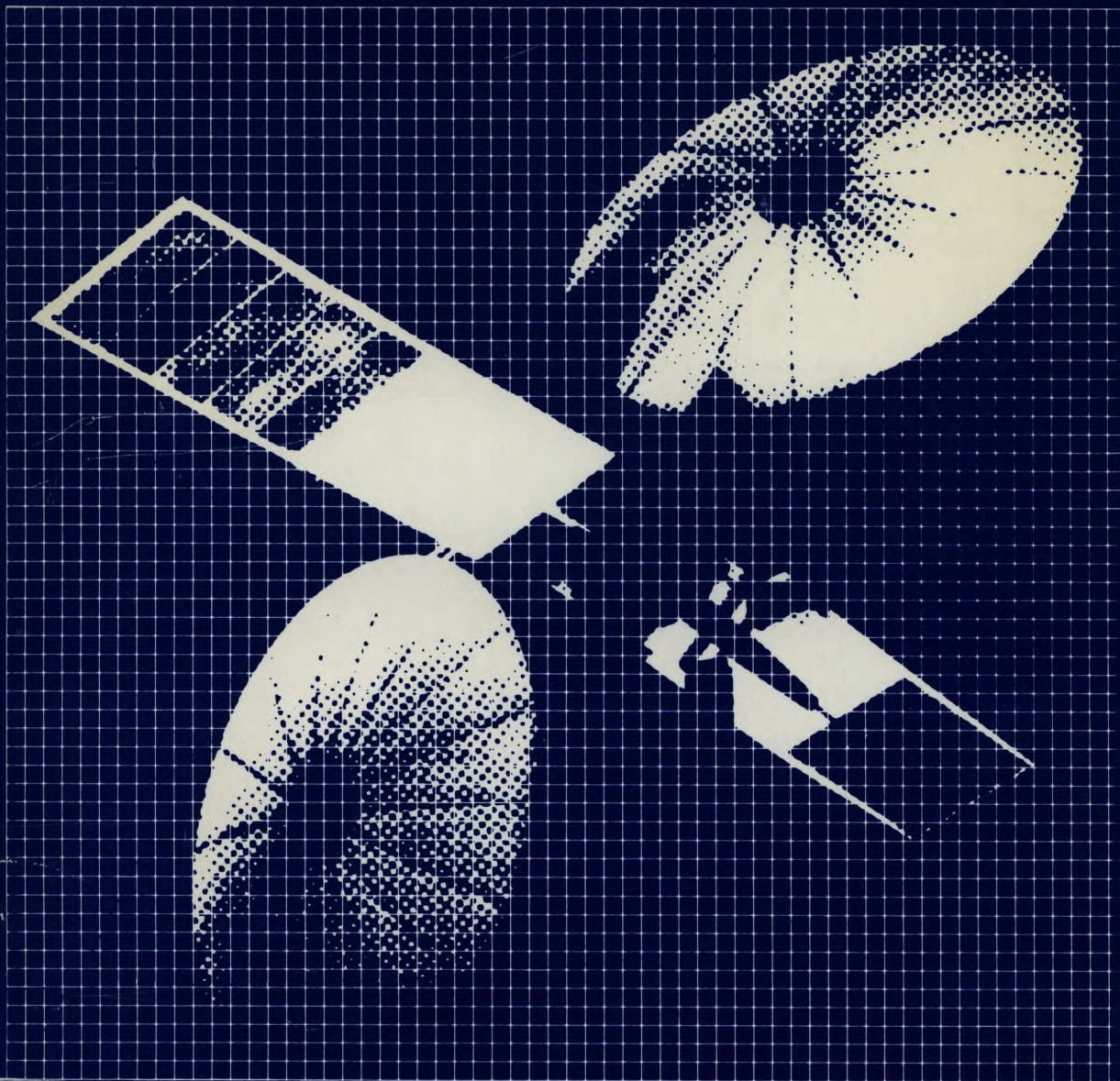
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SUMMARY REPORTS
OF TRIAL APPRAISAL RESULTS
FOR
SERVICE PROVIDERS,
MANUFACTURERS AND DISTRIBUTORS
RESEARCH ORGANIZATIONS &
UNIVERSITIES



Government of Canada
Department of Communications

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REPORT ON THE APPRAISAL RESULTS OF TRIAL PROPOSALS
BY SERVICE PROVIDERS

1. INTRODUCTION

Fifteen (15) proposals have been received from various service providers ranging from Telecom Canada to various Radio Common Carriers and independent telephone companies. A rigorous assessment and prioritization of proposals is not possible at this time due to policy and regulatory uncertainties. It is proposed that the applicants receive individual letters stating the Department's appreciation and intended support of trials by service providers while at the same time noting that final assessment and approval will be forthcoming after the MSAT policy and regulatory environment has been fully defined.

2. PARTICIPANTS

The following organizations have submitted proposals:

- Abicom
- Boreal Projects
- Durham Telephones
- Hurontario Telephones
- Megacom
- National Industrial Sound
- Prairie Communications
- Scotcomm
- Search and Supply - Prairie Agencies
- TDE
- Telecom Canada
- Till Communications
- VIP Communications
- West Can Electronic Services
- Williams Electronics

3. REASONS FOR POSTPONING FINAL ASSESSMENT

In many cases we are not in a position to decide if the type of service requested will be permitted or for that matter if the applicant would be eligible to offer it.

The applicants are aware of the above uncertainty and have some uncertainties of their own. The main such uncertainty is the size of the potential demand. Justifiably, most applicants, even if they are bullish about the MSAT potential can only offer examples of potential application and users without being able to attach numbers. An equally valid and important uncertainty exists in connection with their commercial strategy, namely are they going to invest in common user equipment (base stations) or are they going to act simply as end user service retailers for Telesat.

In view of the above, the purpose of this report is primarily to provide a profile of the received proposals.

4. PROPOSAL PROFILES

4.1 ABICOM

Radio Common Carrier, operating in Québec, wishing to supplement present terrestrial services by offering MSRS, MSTs and MSDAC. MSAT services are considered very important since they operate primarily in the north of the province.

They request up to 12 bases and up to 50 mobiles for trials while projecting a potential commercial demand of about 500.

They do not mention specific user organizations and intend to carry out a service quality evaluation. In view of the vagueness of the commercial demand the trial quantities requested may be high and should be negotiated further.

4.2 BOREAL PROJECTS

A service company with an RCC licence providing logistic support to exploration parties in Ontario and Manitoba.

Require mobile to base communications for their own operations as well as for some of their customers.

Number of terminals requested although not large is probably excessive given the very small commercial demand projected.

4.3 DURHAM TELEPHONES

Independent Telephone Company, operating in Ontario, wishing to enter the mobile radio market. Interested in MSRS, MSTs and MSDS.

They provide examples of intended applications and name a number of user organizations they expect to serve.

Some demand quantities are mentioned.

Trial quantities requested are high relative to the projected demand.

Appear excited with the MSAT potential.

4.4 HURONTARIO TELEPHONES

Independent Telephone Company, operating in Ontario, wishing to enter the mobile radio market. Interested in MSRS, MSTs and MSDS.

They provide examples of intended applications and name a number of user organizations they expect to serve.

They cannot predict trial or commercial service quantities.

Appear excited with the MSAT potential.

4.5 MEGACOM

Radio Common Carrier, operating in Ontario, specializing in paging services. Wish to provide MSRS and MSTs for individuals and organizations involved in recreational activities and safety in remote areas of Ontario.

They cannot predict trial or commercial service quantities.

Express strong interest in MSAT.

4.6 NATIONAL INDUSTRIAL SOUND

Radio Common Carrier, operating in Manitoba, providing radio services and general supply of radio equipment.

This is essentially a letter of interest containing insufficient information regarding usage etc.

Additional information is required.

4.7 PRAIRIE COMMUNICATIONS

Radio Common Carrier, operating in Manitoba, Ontario and Saskatchewan, involved in the provision of mobile radio services and equipment. Wish to provide mobile to base communications as well as linking repeaters to the company base stations. The second application will probably not be allowed in the final policy.

The quantity of terminals requested is small and is probably reasonable even though commercial service quantities are not known at this time.

Likely users are emergency operations and training.

4.8 SCOTCOMM

Radio Common Carrier, operating in Québec and Ontario, specializing in paging services. Wish to provide nationwide mobile paging services with back-up storage of messages for retransmission, if required.

This is a major paging application. Applicant requires one channel full-time on each beam and is willing to consider early commitment with Telesat.

An excellent proposal by a very aggressive and successful operator.

4.9 SEARCH AND SUPPLY - PRAIRIE AGENCIES

Sales, service and installation, on a nationwide basis of a variety of mobile transportable and specialized communications and test equipment.

Operating out of Winnipeg wishes to assess MSAT services for own operation and as an adjunct to services normally provided to customers.

Although more information is required regarding the marketing of MSAT services this could turn out to be a valuable participant at least in the sales and servicing area.

Quantity of trial equipment request is small. Potential demand cannot be assessed now.

4.10 TDE

Radio Common Carrier, operating in Québec. Operating in rural areas they feel that MSAT services would enhance their service portfolio. They do not specify types of services they would like to market, nor do they identify specific users or applications. Although they request a small number of terminals they project an even smaller commercial demand.

Additional discussions are required with this applicant.

4.11 TELECOM CANADA

Telecom Canada proposes a phased market trial on behalf of all member companies. A two stage MSTs trial over 9 months would access MSAT as an alternative to thin route telephony. A similar 2 stage MSRS trial over 9 months would access the commercial potential of MSRS. In parallel Telecom Canada proposes to evaluate MSDS as an enhancement to MSTs and MSRS. One stage, 9 month trials are proposed for mobile paging and MSDAC.

This is a comprehensive trial of all MSAT services. Of utmost importance to the project.

Quantities of terminals requested is quite small considering the size of the participants.

A request for the provision of SHF base stations and gateways by DOC has been discussed with Telecom Canada and will be removed by an amendment to the proposal.

4.12 TILL COMMUNICATIONS

Radio Common Carrier, operating in Alberta. He has solicited a proposal from a local ambulance service which has been appraised under the "end user" category. Therefore this service provider is listed here for the purpose of indicating his intention of offering MSAT services.

4.13 VIP COMMUNICATIONS

Radio Common Carrier, operating in Manitoba and Saskatchewan.

This proposal was formulated in a hurry in order to meet the submission deadline. It involves an MSDAD application which could be also served by thin route MSDS, for a number of grain elevators located in areas where wire lines do not exist at present.

Even though some further detail would be required this is a very interesting proposal as it highlights the degree to which MSAT may satisfy thin route services.

4.14 WEST CAN ELECTRONIC SERVICES

Radio Common Carrier, operating in Alberta. He has solicited a proposal from Gulf Oil which has been appraised under the "end user" category. Listed here only for the purpose of indicating his intention to offer MSAT services. This carrier has subsequently proposed two more trials with specific end users in mind.

4.15 WILLIAMS ELECTRONICS

Radio Common Carrier, operating in Alberta, Saskatchewan, Manitoba and N.W.T. Sees strong requirement in exploration, construction and emergency services. Interested in providing all MSAT services.

Request a small number of terminals to be tried by any of their customers who wish to do so. Unable to project a commercial demand at this time.

5. CONCLUSIONS AND RECOMMENDATIONS

Most service providers have submitted trial proposals primarily for the purpose of expressing their interest in marketing MSAT services. Many others have expressed this same interest but felt that the submission of a proposal was not appropriate until the regulatory framework was defined.

Service providers are extremely important to Telesat and the project as a whole and therefore should be treated with care. Thus it is proposed that:

- a) All interested and eligible service providers should receive the same treatment by DOC irrespective if they have submitted a proposal to date.
- b) In order to obtain the maximum advantage each service provider should be approached individually by Telesat for the purpose of aiming at mutually satisfactory service arrangements.

Naturally the above mentioned action cannot be taken until the regulatory framework has been defined. It is proposed therefore that the 15 applicants receive a letter indicating that their proposals have been considered but that a final approval cannot be extended prior to finalizing the regulatory issues.



Demetre Athanassiadis
Manager
MSAT Post Launch Communications
Program and Policy

MANUFACTURERS AND DISTRIBUTORS

REPORT
ON THE APPRAISAL RESULTS
OF TRIAL PROPOSALS
BY MANUFACTURERS AND DISTRIBUTORS

INTRODUCTION

Only two proposals were received under this category. Furthermore the two proposals are not comparable since one of the organizations is a distributor only and the other a manufacturer and distributor.

Consequently it was not necessary or even desirable to assess the relative merits of the proposals for the purpose of establishing relative importance and priority. Instead the individual appraisals are listed below.

1. CADRON COMMUNICATIONS INC. (DISTRIBUTOR)

This is a distributor of mobile terminals. The applicant wishes to distribute MSAT terminals and requests one base station and one mobile terminal for a period of 6 months in order to carry out a demonstration with a potential customer and to assess the performance of the equipment.

It is a straight forward request which should be approved. Distribution of MSAT terminals, especially in remote locations, is an area which has not received sufficient attention to date.

2. MOBILE DATA INTERNATIONAL INC. (MDI)

This is the world's largest manufacturer of Mobile Data Terminals and controls more than 50% of the sales of these terminals in Canada. The applicant requests 2 base stations and 20 mobile terminals in order to perform a series of operational tests for 8 months. He has expressed the intention to enter the MSAT data terminal market and estimates his potential sales or rentals between 5 K and 10 K terminals.

This is a serious proposal by a major manufacturer and supplier which should be approved on a high priority basis. In fact MDI has expressed interest though public comment on the Policy Discussion Paper and every effort should be made to encourage and assist their efforts to enter the terminal market.

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Manager-MSAT Post Launch
Communications Program
and Policy.

RESEARCH ORGANIZATIONS AND UNIVERSITIES

REPORT ON THE APPRAISAL RESULTS
OF TRIAL PROPOSALS
BY THE RESEARCH ORGANIZATIONS
AND UNIVERSITIES

INTRODUCTION

Trial proposals received from a number of Research and Educational institutions cover a range of interests ranging from pure educational purposes to broad evaluation for the purpose of promoting the use of MSAT services. Since this category of proposals does not conform to a uniform standard, it was felt preferable to assess each proposal within the context of the intended use.

APPLICANTS

The following organizations have submitted trial proposals under this category:

- Carleton University
- Manitoba Research Council
- Northwest Territories Science Advisory Board
- Saint-Mary's University
- Saskatchewan Technical Institute

APPRAISAL RESULTS

1. CARLETON UNIVERSITY

The Emergency Communications Research Unit (ECRU) of the university is funded by Emergency Planning in order to respond to crisis situations across Canada. Their function is to assist in the crisis and to also obtain data that would lead to improved crisis handling in the future.

The use of MSAT in some instances would obviously be advantageous although it would appear that in many instances normal telephone service would be totally sufficient and more economical.

Presumably after the trial period the ECRU would be funded by Emergency Planning for the MSAT communications costs.

This proposal requires further clarifications but in principle the support of emergency research is a function that should be supported by the PLCP.

2. MANITOBA RESEARCH COUNCIL

The council is engaged in prototype development work for industrial clients. They may require communications with mobile or transportable terminals when testing in distant locations.

The proposal is extremely general and vague. Although there is a specific request for a few terminals there is complete lack of specific usage information. No commercial demand is shown, but it should be made clear to them that should they find the MSAT trial services useful they would be expected to pay commercial rates in the future from the remuneration they receive for the prototype development.

They should be notified that approval of trial service will be withheld until they come up with something specific.

3. NORTHWEST TERRITORIES SCIENCE ADVISORY BOARD

The Board requests the use of one base station and two mobiles to be evaluated and used for demonstration to hunters, trappers and recreational users throughout the Mackenzie.

This is an excellent promotional activity for MSAT services that should be encouraged by approving a longer trial interval (2 - 3 years.)

In fact, other organizations with similar promotional capabilities should be contacted and encouraged to provide similar services.

4. SAINT-MARY'S UNIVERSITY

The Physics Department of the university proposes to monitor signal-level in the Halifax area and to compile statistics of performance for dissemination to the user public as required.

Telesat and the local service providers may find such data useful.


The proposal should be approved. If successful, somebody will have to pay for its continued use (may be the service providers, since the data would be useful in user education.)

5. SASKATCHEWAN TECHNICAL INSTITUTE

The institute proposes to provide instruction and familiarization in the use of MSAT terminals as part of their courses for technicians.

The suggestion that in addition MSAT could be used as an occasional means of contacting other technical institutes throughout Canada is secondary and its advisability may be in question all depending on the final regulatory policy.

The main intent of the trial is very important and should be supported since it would help develop technicians capable of maintaining MSAT terminals at the earliest possible time. In fact, other technical institutes should be contacted and encouraged to provide similar instruction.


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