

Intelsat and **Mindset Network** join forces to deliver education to Africa



At a Glance

- **Intelsat** - Global Communications Provider
- **Mindset Network** - Developer and distributor of educational materials in the African region.

Mission

Provide quality Internet access and support to deliver educational materials to schools, hospitals and clinics in South Africa, as well as homes on the African continent.

Applications

- Distance Learning
- Tele-medicine
- Video Conferencing
- Voice Communications
- Data Exchanges

The Challenge

A vast area of the continent of Africa, South Africa was in need of a better delivery system of educational resources for use in the schooling, health and vocational sectors. Mindset Network was founded to meet this need, and has been extraordinarily successful in the delivery of educational tools to students, teachers, and health care professionals. Realizing early on that technology would be a prime driver of their success, they tapped the deep experience and resources of Intelsat.

There is a common misconception that Africa does not possess an adequate infrastructure to support technology initiatives of this nature. The success of Mindset has proven this fallacy incorrect, and their mission continues to succeed and build on past achievements. The entrepreneurial spirit Mindset associates overcomes many hurdles (such as erroneous opinions about the region's infrastructure) and puts the technology solution where needed most: in the hands of students and health care professionals.

The Solution

Since its inception, Mindset Network has developed more than 150 hours of video content for teachers and learners, health care workers and patients, out-of-school youth, as well as the general public. The content is in the areas

of HIV/AIDS, TB and Child Survival, as well as Science, Mathematics, Information Technology and English.

Mindset Network's partnership with Intelsat is a valued one, as the contribution is critical for Mindset in fulfilling its mission. The spirit and determination of information gatekeepers extends the reach of Mindset programs within South Africa. Specifically, Intelsat currently supports Mindset's access models through the provision of satellite bandwidth. Intel-

sat is the largest provider of satellite bandwidth in the world, and uniquely positioned to assist in the development of these initiatives.

As a result of Intelsat's satellite technology, Mindset has won a number of awards for its innovation in content and technology development. These include the Standard Bank Centre for Public Service Innovation Award in 2004 and the National Science and Technology Forum Award (not for profit category) in 2006. Mindset was also finalists in the ICT Achievers Awards, 2005 and the Stockholm Challenge, 2006; in October 2006 Mindset won the Gateway Development Award.

“Intelsat and Mindset have developed a partnership designed to support increased access to education via satellite. Mindset is proud to partner with Intelsat to address this vital need in Africa, and offer an innovative satellite-based model which supports education.”

*Mr. Vis Naidoo
CEO of Mindset Network*

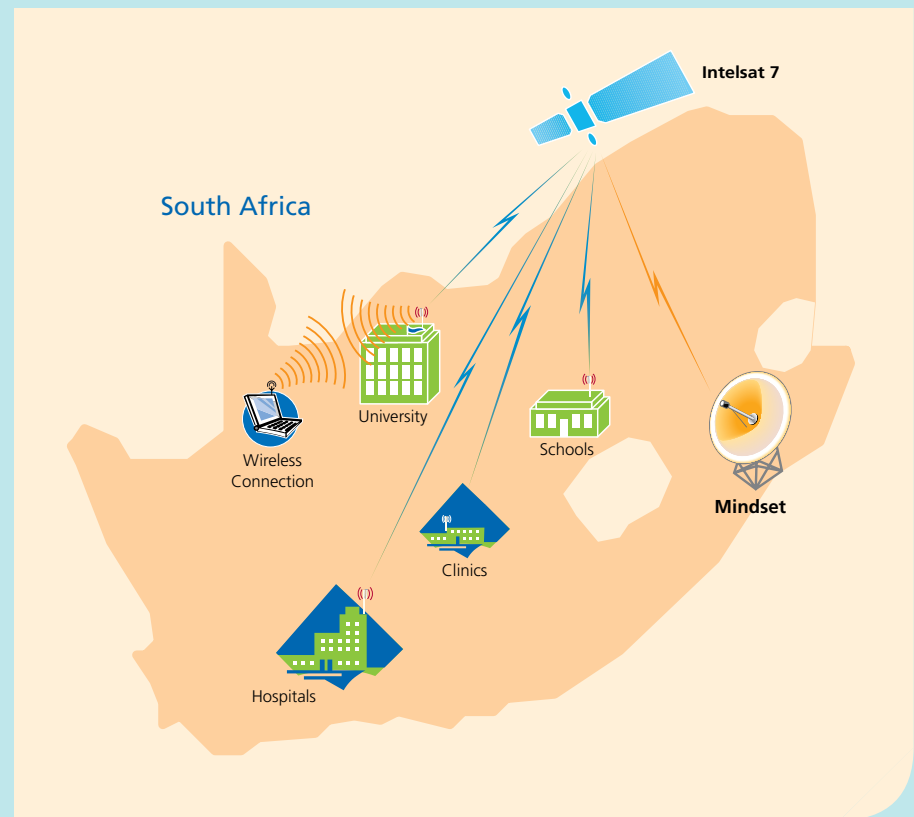
Solution at a Glance

As developer and distributor of educational materials in the African region, Mindset facilitates access to this content using Information and Communication Technologies. The main modes of content dissemination Mindset employs are broadcast, IP streaming, multimedia and DVDs, with supporting print material. Through these platforms, Mindset has delivered educational materials to 1,250 schools, 306 public hospitals and clinics in South Africa, and over one and a half million homes on the African continent.

Capacity

Mindset currently has access to 18 MHz of capacity on transponder A4 on the IS-7 satellite. Use of this capacity can be broken down as follows:

- Mindset Learn DVB broadcast channel
- Mindset Health DVB broadcast channel
- IP Multicast for Learn, Health, Cabanga and Meraka Institute
- Mindset Logistics (Traffic) commercial clients – the profits from this are reinvested back into Mindset to support its mission



About Intelsat

Intelsat has helped customers navigate the world of telecom for over 40 years, and is the leading provider of fixed satellite services (FSS) worldwide, serving the media, network services and government customer sectors, enabling people and businesses everywhere constant access to information and entertainment. Intelsat offers customers a greater business potential by providing access to unrivaled resources with ease of business and peace of mind.

Our services are utilized by an extensive customer base, including some of the world's leading media and communications companies, multinational corporations, Internet service providers and government/military organizations. Real-time, advanced communication with people anywhere in the world is closer, by far.

About Mindset Network

Mindset is an independent non-profit organization aimed at the personal, social and economic development of South Africans through the creation, sourcing and delivery of educational material through appropriate media, to the primary and secondary education community, the health community, and other underdeveloped and under-resourced communities where development can be achieved through education.

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