ITU Outreach - Project Loon

Olivia Hatalsky

14 September 2017, Lima, Peru

Olivia Hatalsky
Sr. Program Manager: X
Project Loon

David Marshack
Regulatory Consultant
Project Loon

Juan Roldan
Regulatory Consultant
Project Loon

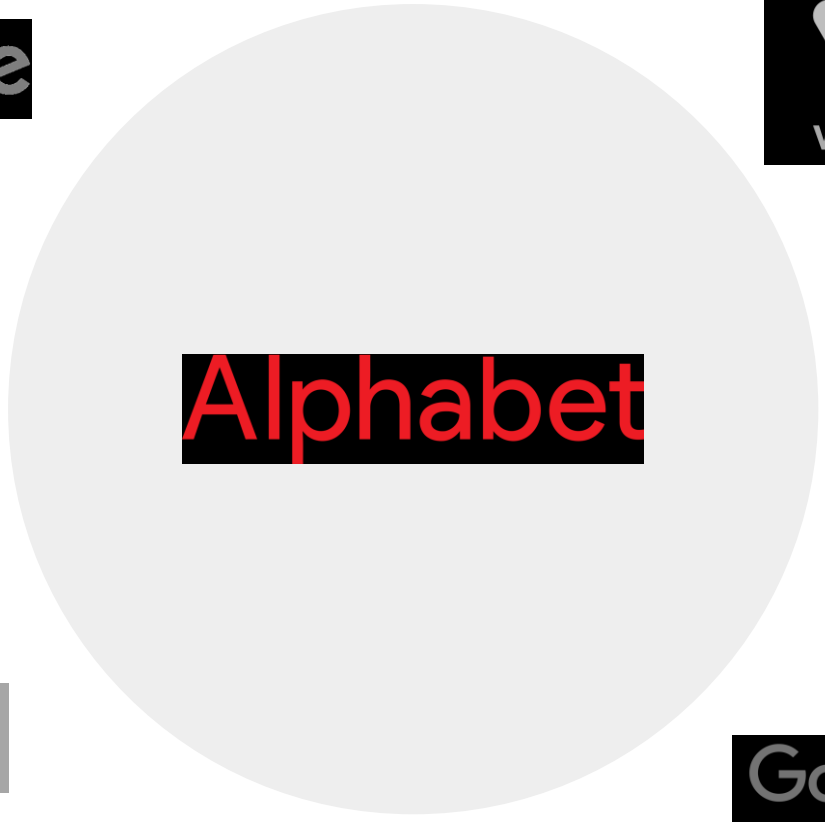
Google

G/

capitalG

nest

Calico®

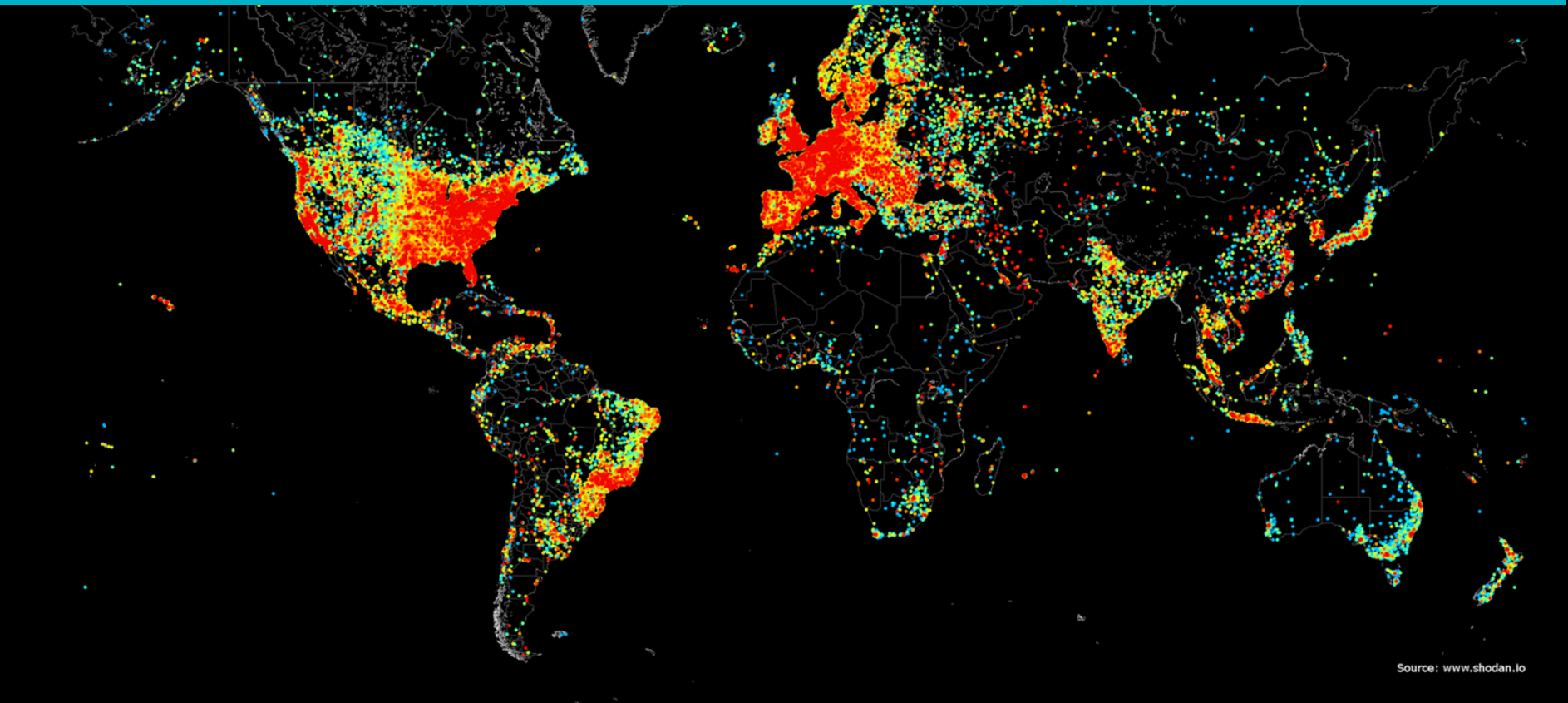

Alphabet

WAYMO

verily

Google fiber

The problem: most of the world is unconnected

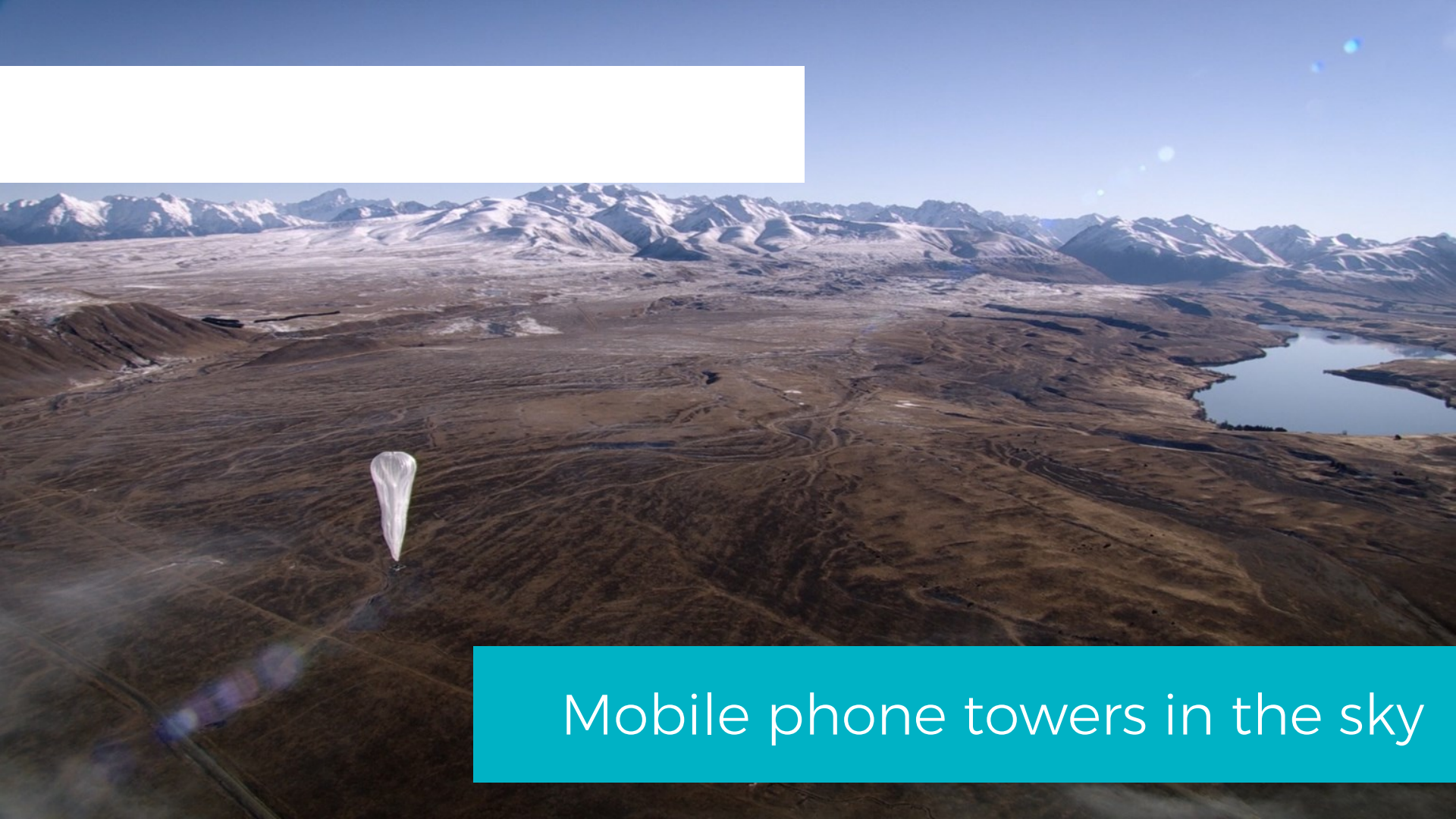


The lengths people go for access

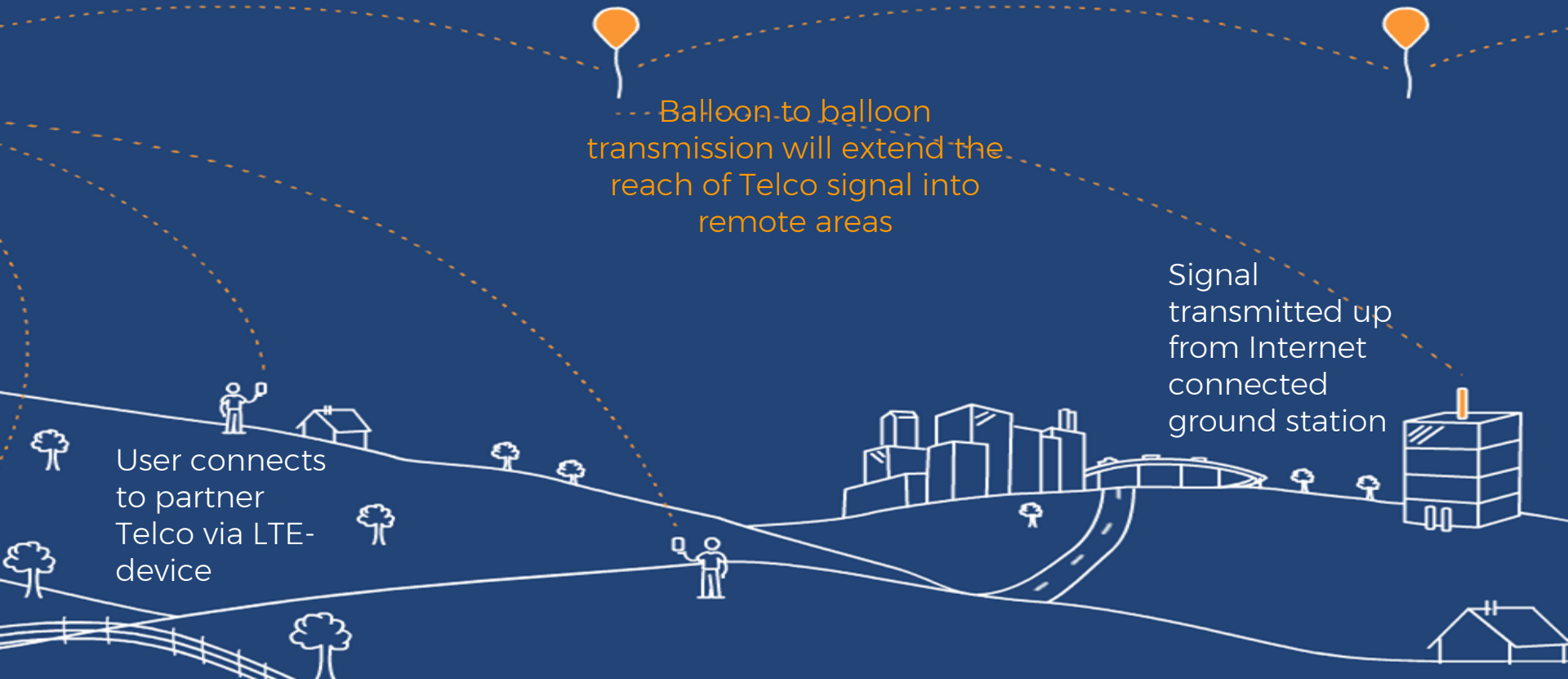
Access to internet transforms communities

- Generating $2.2 trillion in additional GDP, a 72% increase in GDP growth rate, and >140 million new jobs
- Increasing crop yields by up to 50%
- Improving health literacy (e.g. 1 in 20 Google searches are health related)

"Value of connectivity; benefits of expanding internet access" https://www2.deloitte.com/uk/en/pages/technology-media-and-telecommunications/articles/value-of-connectivity.html

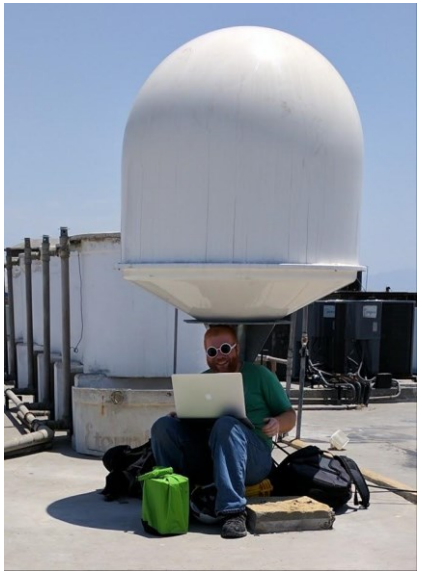

Mobile phone towers in the sky

Project Loon connects remote users



...in Peru with Telefonica (today)

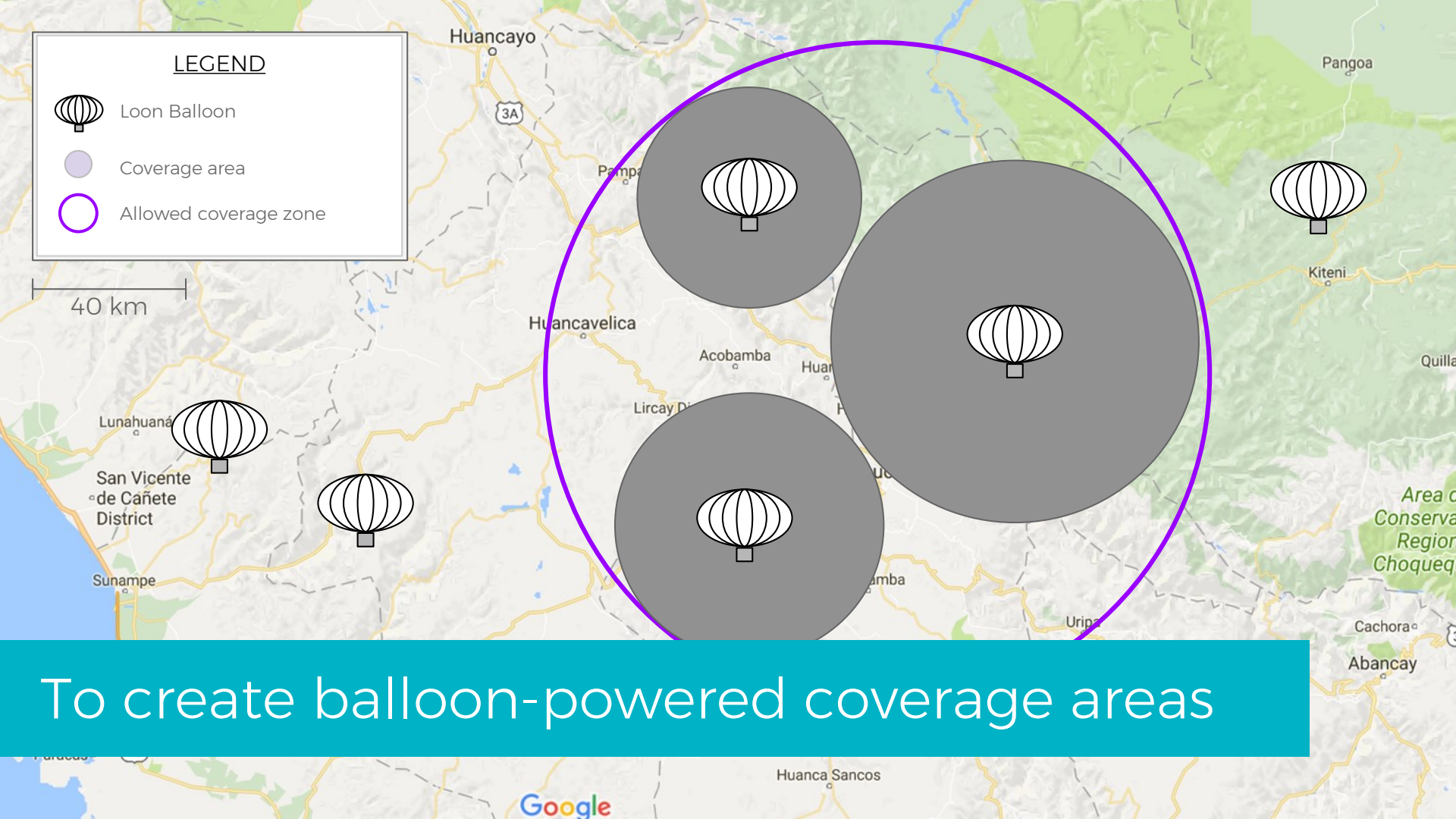
- **Extends and augments the coverage of our partners' terrestrial network(s)**
- Direct to standard LTE handsets
- Uses partner SIMs and core network
- Transparent to users



- Covers up to 5,000 km^2 area
- >1 Gbps capacity
- Multiple links per balloon

Connectivity at the last hop

Urban **Suburban / Rural** **Remote**



To create balloon-powered coverage areas

Loon is coverin km

Loon was testing in Peru during a time of need

Early 2017: The Peruvian government declared a state of emergency in more than 800 provinces due to extreme flooding

Groundstation Installation
Peru

Thank You

For more information:
https://x.company/loon/

If you are interested in working with us:
looninfo@projectloon.com