

**SPACE42**

# THURAYA ONE PARTNER TOOLKIT





# INTRODUCTION



# INTRODUCING THE ONE PHONE THAT DOES IT ALL



Space42 is on a mission to redefine the relationship between Earth and space through cutting-edge satellite technology.

With the launch of Thuraya One, we're bringing that mission down to Earth. Literally.

Thuraya One is a universal Android smartphone with true dual-mode connectivity (cellular + satellite), built for professionals, adventurer-seekers, and organizations who need to stay connected, no matter the terrain.

This toolkit is designed to help you understand, communicate, and sell Thuraya One with confidence.



# HOW TO USE THIS TOOLKIT

Our Thuraya One Partner Toolkit equips you with everything you need to launch, market, and support Thuraya One, including:

- Key features and technical specifications
- Brand messaging and campaign assets
- Marketing guidelines and support info
- FAQs and troubleshooting resources

Use this toolkit to brief your teams, train staff, and roll out campaigns that communicate the power of Thuraya One to your customers.



# KEY SUPPORT CONTACTS

If you have questions or need assistance, our team is here to help:

**Brand Marketing  
Support:**

**Dana Stancu**  
Brand Lead

dana.stancu@space42.ai

**Product  
Queries:**

**Oussama Barkia**  
Product &  
Channel Marketing  
Leader

oussama.barkia@space42.ai



# PRODUCT OVERVIEW



# THIS IS THURAYA ONE

The one phone that does it all

Thuraya One is a future-ready, 5G Android smartphone built for modern explorers and professionals who need uninterrupted connectivity, even beyond terrestrial networks.

With built-in satellite capabilities and a retractable antenna, Thuraya One has the ability to transition seamlessly between cellular and satellite modes.

Whether crossing mountain ranges, navigating remote coastlines, or conducting business in challenging field conditions, Thuraya One provides voice and messaging access where other smartphone can't.





# KEY FEATURES

**Dual-mode connectivity:** cellular + satellite  
**Android 14 OS** for a familiar, flexible user experience  
**Retractable satellite antenna**, discreetly built-in  
**Dust & waterproof (IP67)** for rugged environments  
**Dual SIM slots** for maximum flexibility



**3 rear + 1 front camera**, with a 50MP main camera  
**6.67" AMOLED Gorilla® Glass display**  
**5G-ready**, 370+ roaming partners across 170+ countries  
**Expandable memory** up to 2TB  
**Fast-charging 3500 mAh battery**



# CAMPAIGN POSITIONING & GUIDELINES

# VALUE PROPOSITION

Why Thuraya One matters, for your customers and your business.

## FOR CUSTOMERS



- **Unbreakable connection, unmatched peace of mind:** Stay connected, even beyond the reach of cellular networks. From the edge of the map to your daily routine, Thuraya One is right there with you.
- **Two networks, one smart solution:** No more juggling devices. Thuraya One combines the power of satellite and cellular in a single smartphone. You're always covered, wherever work or life takes you.
- **Engineered for extremes:** Built for real-world conditions—rugged, waterproof, and ready for any terrain. Thuraya One is designed to keep going, no matter where you are.

## FOR PARTNERS



- **Stand out with first-mover advantage:** Be among the first to offer customers a true hybrid smartphone, combining satellite and cellular connectivity in one sleek, rugged device.
- **Drive premium value with everyday utility:** Thuraya One isn't just advanced—it's essential. Sell a product that delivers real impact for professionals, adventurers, and enterprises alike.
- **Partner with confidence, backed by Space42:** From marketing support to technical enablement, we've got your back. As a partner, you'll have access to assets, insights, and a team committed to your growth.



CAMPAIGN  
**OVERVIEW &  
MESSAGING**

Creative/Strategic Platform:

THE POWER  
OF ONE

The one device that does it all.



CAMPAIGN  
**OVERVIEW &  
MESSAGING**

Campaign Lockups

THE POWER  
OF ONE

THE  
POWER  
OF ONE



## THE POWER OF ONE, UNPACKED:

**The Power of One** campaign platform captures the essence of the Thuraya One device: a single, versatile smartphone built to **keep you connected** in places where others fall short.

Purposefully engineered for **life beyond traditional coverage**, it enables voice and text communication in remote, hard-to-reach environments, **without the need for multiple devices**.

More than just a technical solution, it reflects a deeper human ambition: **the power of one** person to go further, take the first step, break new ground, or make the call that moves things forward.

It's **about confidence, resilience**, and the **reliability of staying connected**, especially when it matters most.

## CORE MESSAGING PILLARS

### 1. **Uninterrupted connectivity**

Thuraya One ensures you're always connected, even in remote areas with no cellular coverage.

### 2. **Everyday usability**

Looks, feels, and functions like a regular Android smartphone.

### 3. **Built for those who go beyond**

Whether it's for business, maritime, or adventuring, Thuraya One is designed for those who reach further.



# TONE OF VOICE



- Messaging Don'ts**
- Avoid technical jargon unless needed; speak in human, benefit-led language
  - Don't exaggerate coverage or make claims not supported by the product specs

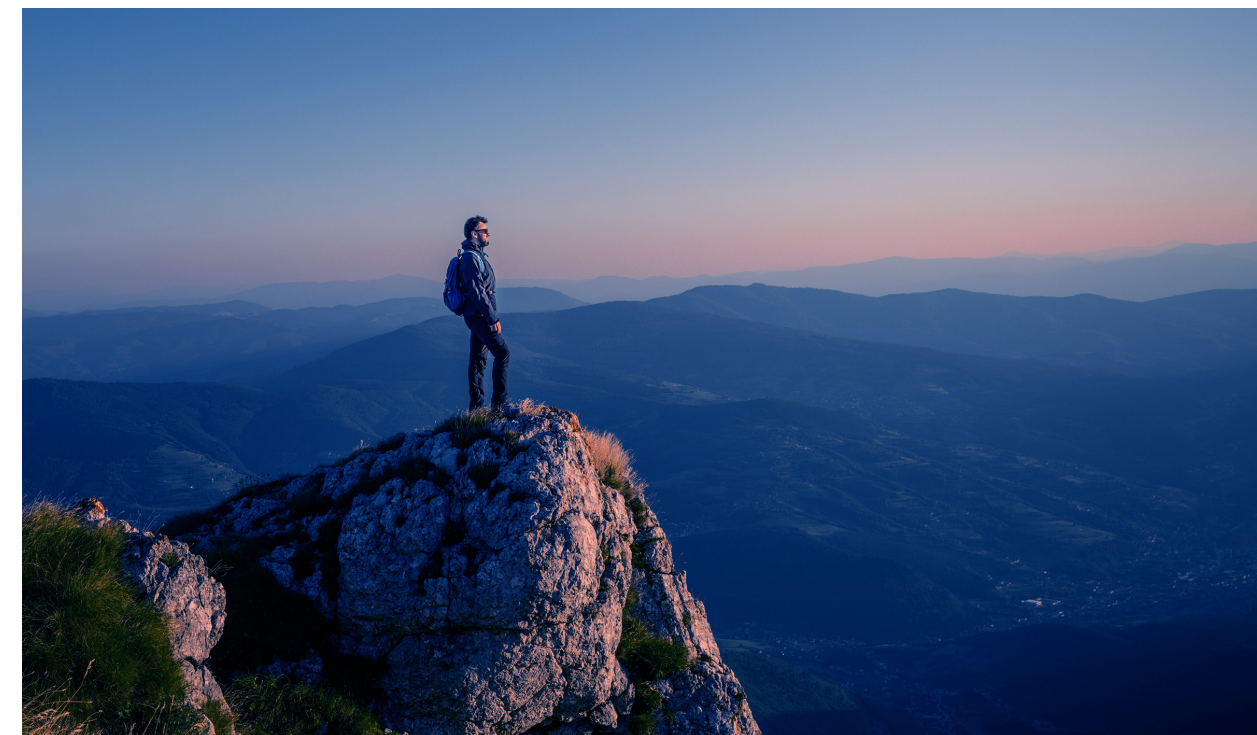
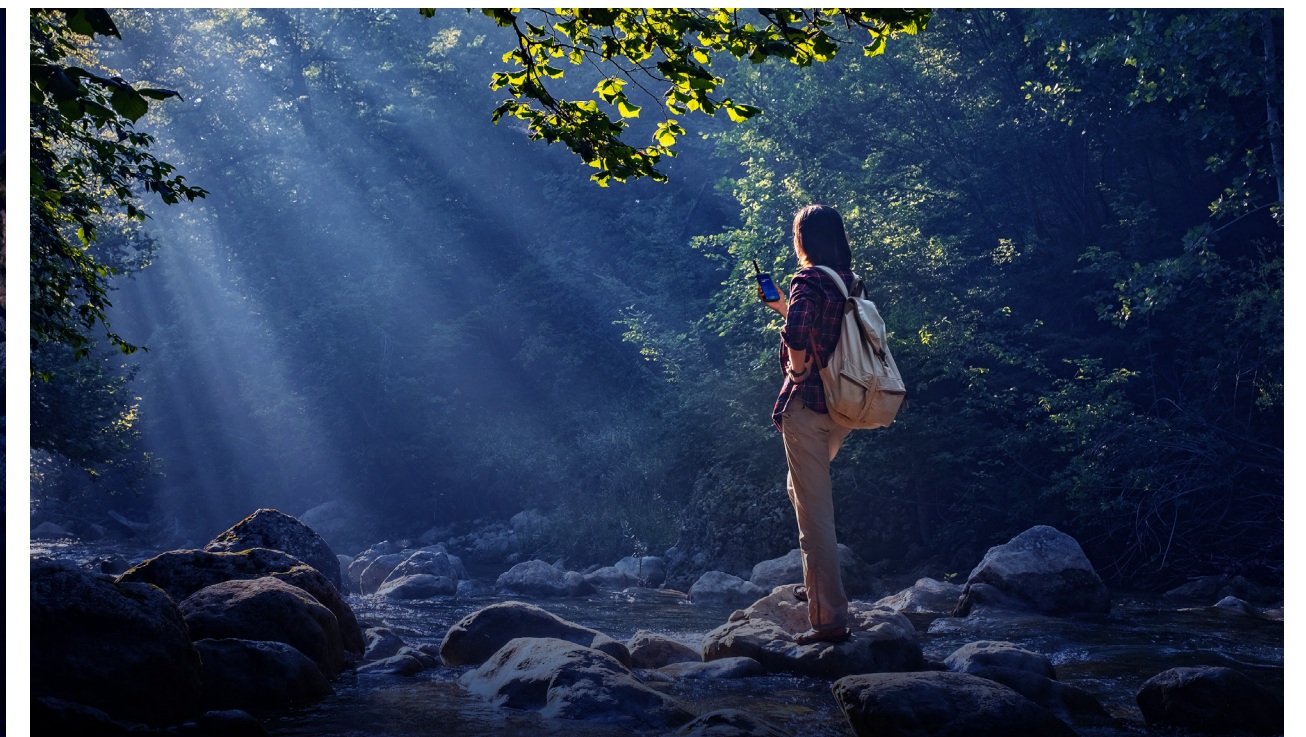


# VISUAL GUIDELINES

## Imagery guidelines:

To us clean and modern images that show the users of Thuraya One in different scenarios that relate to the product and the brand.

Every image is given a specific treatment to match in terms of colors. Making sure the final image is leaning towards more cool and blue tones. This can be achieved by using the brands color palette as overlays.





DO'S



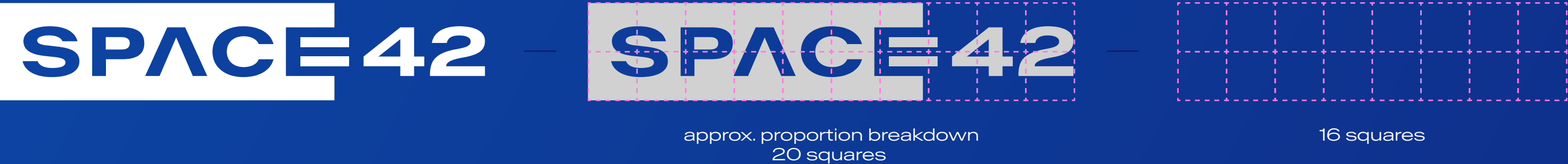
DON'TS



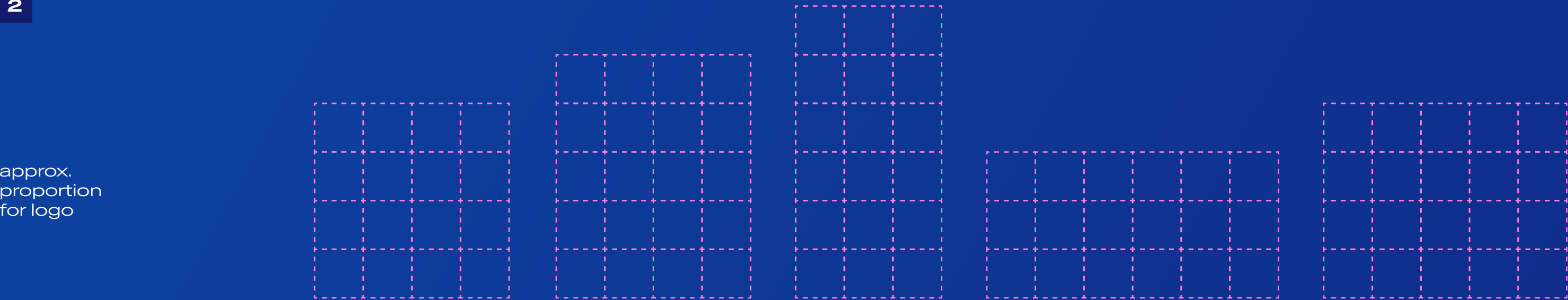
# PARTNER LOGO GUIDELINES

- 1. The logo is applied to a layout in a manner that creates presence depending on the design and communication piece. The size of the logo is determined by the layout. Once the logo size is determined, the block that covers the entire logo is considered to be the logo area.
- 2. When joint ventures with a 50/50 equal relationship for collaboration needs, the area of the partnership logo should be approximately equal to the Space42 logo area. Since every partnership logo would be unique in shape, each partnership logo would need to be individually worked in order to best fit the logo area to visually have a 50/50 equal relationship.
- 3. When placing the partner logo it should be positioned to the right side of the Space42 logo.
- 4. There should be a 9x space distance separating the logos with a line device at 4.5x as shown. Depending on the the proportion of the partner logo it should always be positioned centrally to the Space42 logo to be as balanced as possible. The line device is always in Blue42.

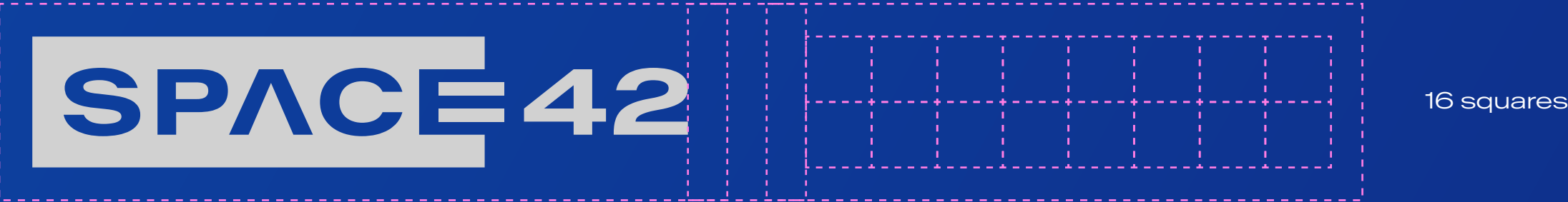
1



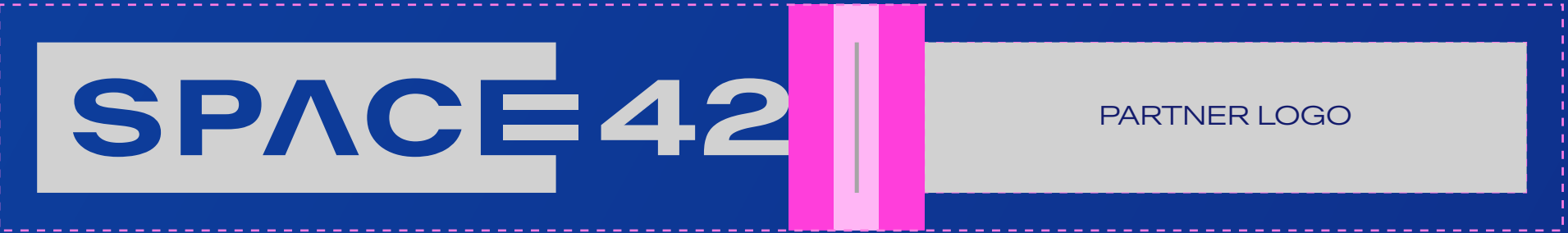
2



3



4





# CREATIVE & MARKETING ASSETS



# CREATIVE MARKETING ASSETS

Hero Campaign Visuals

**Note:**

Please refer to logo guidelines when adding your company's logo.





# CREATIVE MARKETING ASSETS

Hero Campaign Visuals

**Note:**

Please refer to logo guidelines when adding your company's logo.





# CREATIVE MARKETING ASSETS

## Target Audience Visuals

**Note:**  
Please refer to logo  
guidelines when adding your  
company’s logo.





# CREATIVE MARKETING ASSETS

## Hero Campaign Visuals

When designing the hero assets here are a few details to look at for the campaign to look consistent.

- Dimensions: 1920 x 1080 px
- When choosing images for hero visuals always pick an image that has a hero subject in the center of the image. This will allow us to keep the Power of One campaign lockup in the center of the visual while keeping the subject in front of the letter 'O'.
- The logo will be on the left hand side top corner of the visual, 80px away from the edge of the visual. Height of the logo will be 55px.
- The space42.ai website goes on the top right of the visual aligned with the logo at 80px from the edge. (18.5pt)
- On the bottom left will be the Thuraya One logo (Logo height 42.5px) along with the body copy underneath it at 18.5 pt.
- The product image goes on the bottom right of the image at 80px from the edge. (Product image height 310px)





# CREATIVE MARKETING ASSETS

## Target Audience Visuals

When designing the target audience assets here are a few details to look at for the campaign to look consistent.

- Dimensions: 1920 x 1080 px
- When choosing images for these visuals always pick an image that has a hero subject and something that is not too busy so we can add the campaign lock up. There are two ways we can use the campaign lockup as shown in the examples.
- The logo will be on the left hand side top corner of the visual, 80px away from the edge of the visual. Height of the logo will be 55px.
- The space42.ai website goes on the bottom right of the visual aligned with the logo at 80px from the edge. (18.5pt)
- On the bottom left will be the Thuraya One logo (Logo height 42.5px) along with the body copy besides it at 18.5 pt with a stroke line of the same height as the logo.
- The product image goes on the right hand side of the visual. (Product image height 810px)





# CREATIVE MARKETING ASSETS

## Product Fact Sheet

**Note:**  
Please refer to logo  
guidelines when adding your  
company’s logo.

SPACE42

thuraya.com/thuraya-one

THURAYA ONE

Introducing the 5G Android Smartphone with seamless connectivity beyond terrestrial networks



THE POWER OF ONE

Introducing the next evolution in mobile technology: the Thuraya One Satellite Smartphone.

This everyday smartphone seamlessly integrates satellite connectivity, allowing you to make calls and send messages even when outside cellular coverage areas.

With Thuraya One’s Satellite Smartphone, you can extend your mobile coverage to remote locations.

SPACE42

thuraya.com/thuraya-one

THURAYA ONE

Non-stop connectivity meets versatility

- State-of-the-art Android smartphone with a slim form factor
- Satellite calls and SMS when out of cellular coverage
- Retractable satellite antenna
- Dust & waterproof
- Gorilla® glass screen
- 3 rear & 1 front cameras
- Dual Sim & Dual Mode (Cellular & Satellite)
- 370+ roaming partners worldwide

Technical specifications

OS:	Android 14
Networks:	5G/4G/3G/2G and Thuraya L-band for Satellite
Size:	167 x 76.5 x 11.6 mm
SIM:	Dual Nano SIM cards
Protection:	IP67 dust & waterproof
CPU:	Qualcomm Octa-core Kryo CPU
Memory:	6GB RAM, 128GB memory (extendable to 2TB with Micro SD)
Display:	6.67" AMOLED with Gorilla® Glass
Cameras:	3 rear + 1 front cameras (main camera 50MP)
Battery:	Fast charging 3500 mAh battery with standby time <380 hrs. and talk time <26 hrs. in 5G/4G mode
Navigation:	Supports GPS, Galileo, Glonass, BeiDou
Sensors:	Accelerometer, Ambient Light Sensor, Proximity Sensor, Compass, Gyroscope, Fingerprint

Thuraya Customer Care Center  
customer.care@thuraya.com

From Thuraya network: 100  
From other networks: +88 216 100 100





# CREATIVE MARKETING ASSETS

Product Bi Fold Flyer

**Note:**  
Please refer to logo  
guidelines when adding your  
company's logo.





# CREATIVE MARKETING ASSETS

Digital assets

## Overview:

These are sample programmatic display banners in the 300x250 size.

The banner on the left is designed for awareness, while the banner on the right serves as a retargeting asset focused on driving engagement.



## Note:

Please refer to logo guidelines when adding your company's logo.



# CREATIVE MARKETING ASSETS

Social Media Assets

## Overview:

We recommend a balanced mix of awareness and engagement content. The top-right carousel serves as an awareness piece, specifically designed to resonate with adventure-driven audiences.

Please refer to the accompanying caption for context. The bottom carousel functions as an engagement asset, aimed at showcasing and detailing the phone’s key features.

## Caption used on Space42 channels to serve as an example

No signal? No problem.  
Go beyond the peaks with uninterrupted connectivity—meet **Thuraya One**. CTA.

#Space42 #ThurayaOne

## Note:

Please refer to logo guidelines when adding your company’s logo.





CREATIVE  
MARKETING  
ASSETS

Launch Video & Product Demo



This is available in the folder downloaded, together with your toolkit.



This is available in the folder downloaded, together with your toolkit.



# CREATIVE MARKETING ASSETS

Emailer

**Overview:**

The following serves as a sample template for a generic hero emailer intended for broad distribution across multiple audience segments. It is designed to provide guidance on how to integrate key campaign elements when developing this communication. For more tailored messaging, please refer to the alternative campaign collateral options available.Specs:

**Subject Line**

Meet the smartphone that stays connected when others drop off

**[The Power of One KV]**

**Body Copy**

Thuraya One is a universal Android smartphone with true dual-mode connectivity—cellular and satellite—built for professionals and adventurer-seekers who need to stay connected, anywhere.

From mountain ranges to coastlines,  
Thuraya One keeps you in touch when others can’t.

**CTA**

Discover Thuraya One

**Note:**

Please refer to logo guidelines when adding your company’s logo.

1.



650px wide x 200px deep

2.




650px wide x 400px deep with space on the left-hand side for an embedded CTA button.



# CREATIVE MARKETING ASSETS

Media Outreach  
(The images below feature the English press release that was distributed to media.)



### Space42 Expands its Satellite Connectivity Solutions with “Thuraya One” Smartphone

- Thuraya One is the next evolution in mobile technology, seamlessly integrating cellular and satellite connectivity into one smartphone

**Abu Dhabi, UAE – 3 March 2025** — Thuraya, the satellite mobility arm of [Space42](#), has Introduced Thuraya One, an Android 14 smartphone with built-in satellite capabilities that can connect users beyond cellular coverage during the Mobile World Congress 2025. The smartphone leverages 5G, 4G, and Thuraya’s satellite network, including the recently launched Thuraya 4 satellite, to provide reliable, consistent, and secure coverage beyond terrestrial networks.


Thuraya One’s dual-mode communication technology gives it the flexibility to be used for everyday needs and to freely explore the world – be it in the heart of a bustling city looking for the best museums or trekking through an isolated area and in need of urgent help, Thuraya One [customers](#) are always connected. Additionally, integrating cellular and satellite connectivity into one eliminates the need to purchase additional dedicated satellite equipment when traveling to remote locations.

The Thuraya One smartphone will be showcased at the Space42 stand at the Mobile World Congress (MWC) in Barcelona, the world’s largest connectivity event, between 3 and 6 March 2025.

**Redefining Everyday Connectivity**

Traditional phones rely on cellular towers for connection. However, Thuraya One blends cellular and satellite connectivity into one device, eliminating the need for users to carry multiple devices to stay connected in remote areas. In a familiar and

RESTRICTED



Thuraya One is now available through Thuraya’s network of over 140 service partners and distributors across the globe. For further details or purchase inquiries, please visit [<https://www.thuraya.com/thuraya-one/>].

-Ends-

**ABOUT SPACE42**


Space42 (ADX: SPACE42) is a UAE-based AI-powered SpaceTech company that integrates satellite communications, geospatial analytics, and artificial intelligence capabilities to enlighten the world from space. Established in 2024 following the successful merger between Bayanat and Yahsat, Space42’s global reach allows it to address the rapidly evolving needs of its customers in governments, enterprises, and communities. Space42 comprises two business units: Yahsat Space Services and Bayanat Smart Solutions. The Yahsat Space Services unit focuses on upstream satellite operations for both fixed and mobility satellite solutions. The Bayanat Smart Solutions unit integrates geospatial data acquisition and processing with AI to inform decision-making, enhance situational awareness, and improve operational efficiency. Space42’s major shareholders include G42, Mubadala, and IHC.

For more information, visit: [space42.ai](#)  
**LinkedIn:** [Space42ai](#)  
**Instagram:** [Space42ai](#)  
**X:** [Space42ai](#)  
**Contact:** [Media@space42.ai](mailto:Media@space42.ai)

**Legal Notice and Cautionary statement regarding forward-looking information**

This announcement may include forward-looking statements, which are based on current expectations and projections about future events. These statements may include, without limitation, words such as "expect," "will," "looking ahead," and any other words and terms of similar meaning. These forward-looking statements are subject to risks, uncertainties, and assumptions about the Company, its subsidiaries, and its investments and speak only on the date of this announcement. Forward-looking statements are based on assumptions of future events and information currently available to the Company, which may not prove to be accurate, and the Company does not accept any responsibility for the accuracy or fairness thereof and expressly disclaims any obligation to update any such forward-looking statement. No representation or warranty is made so that any forward-looking statement will come to pass. You are, therefore, cautioned not to place any undue reliance on forward-looking statements. Neither this announcement nor anything contained herein constitutes a financial promotion or an invitation or inducement to acquire or sell securities in any jurisdiction.

3



lightweight form, Thuraya One has dual SIM and dual-mode functionality, enabling users to seamlessly switch between cellular and satellite networks. The smartphone can also be used with mobile operator SIM cards from any of the 370+ Thuraya Roaming Partners, allowing customers to use only one SIM card for cellular and satellite calls and messages.

**Ali Al Hashemi, CEO of Yahsat Space Services, Space42, said,** “Staying connected is no longer a convenience, it is a necessity. Thuraya One delivers seamless, secure, and reliable connectivity anywhere, pushing what is possible in mobile communication. With this advanced capability, we are accelerating our position as a Non-Terrestrial Networks operator and executing our Direct-to-Device strategy to bring uninterrupted connectivity to billions of people and devices worldwide.”

**Dependable and Cutting-Edge Hardware**

Thuraya One combines the functionality of a cellular Android 14 smartphone with the power of satellite connectivity. It has a durable 6.67” AMOLED display for immersive visuals and a Qualcomm Octa-core [Kryo](#) processor for smooth performance. The smartphone also has an advanced camera system with three rear cameras, a 50MP primary lens, and a front-facing camera for exceptional photography. It is built to provide reliability with an IP67 rating, making the smartphone dust and waterproof. With a fast-charging and long-lasting battery, users can also enjoy up to 26 hours of talk time in 5G mode, making it ideal for extended use in the field.

**Availability**

2



# FAQS



**Q: What makes Thuraya One different from other smartphones?**

A: It works where others don't. Satellite calls, satellite SMS, waterproofing, dual SIMs, and rugged durability, all packed into one slim device.

**Q: Do I need a separate SIM card to use satellite services?**

A: No. Thuraya One has two nano-SIM slots. You can use a regular mobile operator SIM that's part of Thuraya's 370+ roaming partners, or you can get a dedicated Thuraya satellite SIM from Thuraya Service Partners.

**Q: Where can I buy a satellite SIM card?**

A: You can get one from any of Thuraya's authorized service partners worldwide. A list is available at [thuraya.com/thuraya-one/](https://thuraya.com/thuraya-one/)

**Q: Is the satellite antenna always visible?**

A: No. The antenna is retractable. It stays hidden when not in use and extends with a button press only when you need satellite mode.

**Q: What's Thuraya One's camera setup like?**

A: Thuraya One comes with 3x rear cameras and 1x front camera. The main rear camera is 50MP—perfect for high-res images on the go.

**Q: Can I use Thuraya One like a regular smartphone?**

A: Absolutely! Thuraya One runs Android 14 and functions just like any flagship smartphone—with the added bonus of satellite connectivity when you need it.