

Amazon launches the “LEO” brand for the satellite internet service that DIRECTV and SKY will market

Buenos Aires, November 13 — Amazon released its “Amazon LEO” brand today as the commercial name for the satellite internet service it will soon provide through Project Kuiper, which DIRECTV Latin America will market in Argentina, Colombia, Chile, Ecuador, Peru, and Uruguay, and SKY Brasil will market in Brazil.

DIRECTV Latin America and SKY Brasil will be responsible for developing the satellite internet market in South America for this project. Both companies have strong and extensive logistical capabilities in the region in the telecommunications business, with more than three decades of experience in these markets.

With the satellite internet service, DIRECTV Latin America and SKY Brasil will expand and diversify the connectivity offering that Grupo Wertheim is deploying in South America through fiber optics.

Likewise, the satellite internet service will be a fundamental contribution to promoting digital inclusion in urban and rural communities, facilitating high-speed and stable communications for education, health, commerce, and sustainable development.

Key features of the service

- Affordable prices: A competitive offering that will democratize access to satellite internet.
- Cutting-edge technology: The low-orbit network guarantees higher speeds and lower latency, ideal for streaming, video calls, and gaming.
- Local customer service: Unlike other global providers, DIRECTV Latin America and SKY Brasil will offer personalized support in each market, ensuring proximity and trust in the local language.

The constellation

With six launches, the US company has already reached a total of 153 satellites in Low Earth Orbit (LEO), as part of its progressive plan to deploy the constellation that will provide high-speed, high-quality, and stable internet worldwide.

In the short term, the company plans to begin a progressive commercialization of satellite internet service from the south towards the equator, in line with the deployment of the constellation, which will reach 3,236 satellites located about 630 kilometers from the Earth's surface after over eighty launches.



The system will integrate satellites, ground stations, and compact user terminals, with the goal of serving residential and business customers, with an investment that will reach 10 billion USD, according to the company.

Amazon is moving forward with sending satellites into space and, in parallel, with developing infrastructure in various regions of the world: this week it announced that Santander is the city chosen to install the first ground station in Spain for its Project Kuiper satellite internet network.

The system will use optical links and Ka-band antennas, with advertised speeds of up to 400 Mbps for homes and 1 Gbps for businesses, and latency comparable to fiber optics. This technology will connect rural and hard-to-reach areas where terrestrial networks are unavailable or insufficient.