

23rd SYMPOSIUM ON SPACE ACTIVITY AND SOCIETY (E5)
Space Technologies - Earth Applications (1)

Author: Mr. Feng Dong
Shanghai Aerospace Institute, China, dongfeng916@163.com

Mr. Guang Yang
Shanghai Aerospace Control Engineering Institute, China, yoyo_326@126.com

Dr. Zhang Shuyu
Shanghai Aerospace Institute, China, zhsy6293@yahoo.com.cn

Mr. Tianle Tan
Shanghai Aerospace Control Engineering Institute, China, yoyo_326@163.com

THE APPLICATION OF SATELLITE NAVIGATION AND COMMUNICATIONS SYSTEMS IN
REMOTE EXPERIENTIAL SHOPPING**Abstract**

For online shopping can not bring the customer shopping experience on the ground, this paper discusses the application of satellite communication and navigation systems in the virtual experience shopping, and proposed the idea of the business model. Satellite navigation and communication system has wide coverage, fast download speed characteristics. Through the constellation of satellite navigation and communication, each store can be connected to the navigation network, the three-dimensional real-time image information and location of store can be transferred to the ground Monitoring Center by the Internet, then, the information will be transferred to the satellite. Customers can receive of real-time image information of the store from the satellite in anywhere of the world. This information give customers the feeling of shopping in the store as he been to. Satellite navigation and communications operators can charge based on store traffic, but also charge the customer traffic costs, in order to achieve profitability.