



# Ubotica Expands Technical Advisory Board with Appointment of Tony McDonald

**Dublin, Ireland: 29 March 2023**, Ubotica Technologies™, a leading provider of smarts for smart satellites, is pleased to announce that Tony McDonald has joined its Technical Advisory Board.

Tony has many years of experience of working within the space industry to develop strategies to exploit opportunities both in institutional space programmes (ESA) and the commercial space market. While at Enterprise Ireland, as the Irish National ESA Delegation, Tony was responsible for coordinating Ireland's industrial participation in European Space Agency Programmes. He was part of the ESA Council, Joint Communications Board (JCB), Navigation Programme Board (PB-NAV) and Industrial Policy Committee (IPC). In addition, Tony was Chair of the ESA industrial Policy Expert Group and Deputy Head of the ESA Delegation.

Now retired from Enterprise Ireland, Tony joins the Ubotica Technical Advisory Board, to provide strategic advice to the CEO and the executive team, especially with regards to facilitating access to the space community.

Tony commented on his appointment: *“Ubotica is an innovative technology startup providing smarts for smart satellites which I believe has huge growth potential with its products and services which are used by global space industry partners to deliver real-time insights directly to users. Space has become such an integral part of so many applications that we use daily, and I see opportunities for Ubotica across a whole range of different sectors. I am looking forward to working with the Ubotica teams in Ireland, The Netherlands, Canada and Spain.”*

Fintan Buckley, Co-Founder and CEO of Ubotica Technologies, said:

*“With his extensive ESA network and deep understanding of the space industry, Tony brings a wealth of sector expertise to the Ubotica Technical Advisory Board, and we look forward to working with him to expand our activities in the Space sector.”*

Ubotica is at the heart of semi-autonomous satellite systems that provide real-time insights from flexible on-board processing and that use affordable, low energy hardware. The Ubotica CogniSat platform was developed with deep insight of processing hardware, computer vision software and AI system integration. CogniSat technology has already been proven in multiple space flown projects with partners in Europe and the USA, including NASA JPL and the European Space Agency (ESA).

-ENDS-



Press Office: [Ubotica@SingletonPR.com](mailto:Ubotica@SingletonPR.com)

Founded in 2017, Ubotica Technologies provides smarts for smart satellites. Our products and services are used by global space industry partners to deliver real-time insights directly to users.

Ubotica is headquartered in Dublin, Ireland with a team of AI Engineers based in DCU Alpha, and has a team of Computer Vision Engineers in Spain based in UCLM, Ciudad Real, and a team of space systems experts in the Netherlands based in the Aerospace Innovation Hub at the TU Delft Campus.

The founders of the company have deep expertise in the advanced technology sector globally and have developed innovative technology, successfully brought complex products to market and delivered high value exits including Parthus Technologies, GloNav and most recently Movidius.

---

*Source: Ubotica Technologies  
Released 29 March 2023*