

THE WILLIS RESILIENCE EXPEDITION

An inspiring story of the youngest explorer and climate change campaigner Parker Liataud and how Iridium® facilitated his new record for the fastest-ever unsupported walk from the edge of Antarctica to the South Pole

THE CHALLENGE

Parker Liataud planned the Willis Resilience expedition as a scientific experiment to collect invaluable data from the South Pole to explore the impact of climate change. The challenge was to heighten awareness of the expedition and connect with media, researchers and corporations to follow his mission and take an action to address climate change.



Parker Liataud

THE SOLUTION

The expedition team decided to pair scientific research with a pursuit of a world record attempt to cross the Antarctica to the South Pole, while broadcasting the entire journey. Captive Minds, the advertising agency of the expedition, commissioned a custom-built truck with an integrated remote camera rig to secure live streaming video to a dedicated website. “The expedition was able to make these ground breaking broadcasts thanks to the two Iridium Pilot® Land Station units”, says Marcus Chidgey, Managing Director of Captive Minds. Iridium Pilot Land

Who is Parker Liataud

Parker Liataud is a 19-year-old, Yale University sophomore, polar explorer and climate change campaigner who has participated in three expeditions to the North Pole since the age of 15. Through his expeditions he aims to raise awareness to global climate change.

Station is powered by the Iridium OpenPort® broadband service which is hardened against extreme weather and ensures reliable data speeds and voice quality everywhere.

The expedition team decided to pair scientific research with a pursuit of a world record attempt to cross the Antarctica to the South Pole, while broadcasting the entire journey. Captive Minds, the advertising agency of the expedition, commissioned a custom-built truck with an integrated remote camera rig to secure live streaming video to a dedicated website. “The expedition was able to make these ground breaking broadcasts thanks to the two Iridium Pilot® Land Station units”, says Marcus Chidgey, Managing Director of Captive Minds. Iridium Pilot Land Station is powered by the Iridium OpenPort® broadband service which is hardened against extreme weather and ensures reliable data speeds and voice quality everywhere.

The Iridium network allowed the entire world to watch the expedition unfold in real time, with live pictures and sound diaries coming from a part of the planet very few humans have touched.

To document the progress of the Willis Resilience Expedition, a broadcast studio in London ran a daily 60-minute online show exhibiting the polar crew’s relentless human spirit and resilience. Parker connected to the broadcast studio live using an Iridium Extreme® satellite phone to share how he coped with the harsh conditions in one of the most inhospitable places on Earth. He walked 18 miles per day pulling his sled containing food, tents, clothing and scientific equipment, weighing 80kg; enduring minus forty degrees (-40C and -40F); and digging 2-meter holes in the snow to collect samples for a scientific experiment that would help understand climate change.

THE IMPACT

Parker was able to capture the attention of the world, by engaging in phone interviews with the studio in London, directly from Antarctica. Influential environmentalists, scientists, journalists and policy makers discussed critical topics such as “Can technology and big data save the planet?”, “How can mankind become more resilient to climate change?”, “Antarctica- what is it telling us about climate change?” Some of the guests in the studio were Peter Lilley, a Member of Parliament for Hitchin and Harpenden, Dr. Jonathan Cobb from the World Nuclear Association, and Rear Admiral Neil Morisetti, Former UK Envoy for Climate Change and Energy Security.

Antarctica remains crucial in investigating the impacts of climate change. Iridium helps enable expeditions like the Willis Resilience Expedition by providing reliable communications in the most isolated places. In his last blog on the expedition on April 3, 2014, Parker Liataud shared “For the first time on an expedition of this scale we were able to broadcast live to major news outlets such Sky News, and ABC’s Good Morning America. This capability allowed us to communicate the purpose of our expedition to change the way in which we talk about climate change

to a global audience. All of this was completed successfully and would not have been possible without the two Iridium Pilot Land Station systems.”

On December 24, 2013 Parker Liataud became the fastest and youngest man who skied to the South Pole covering 397 miles (640km) in 18 days, 4 hours and 43 minutes. The story of the Willis Resilience Expedition reached the world in a powerful and captivating way thanks to Iridium, the only company that provides reliable communications from pole to pole.



Service Provider: Iridium
Enabling Product: Iridium Pilot Land Station
Enabling Service: Iridium OpenPort Broadband

© Copyright 2014-2020 Iridium Satellite LLC. Iridium and the Iridium logo are registered trademarks of Iridium Satellite LLC and its affiliates. All other registered marks, trademarks, service marks and logos are property of their respective holders, which have not endorsed, sponsored or have been otherwise affiliated with Iridium. Information is subject to change without notice.

CS_Iridium Willis Resilience Expedition_SEP20

