

## MEASAT to Display Next Generation Compression for UHD Channels Distribution

### Collaboration with NOVELSAT and V-Nova provides up to 3x bandwidth savings

**Kuala Lumpur, 25 June 2018** – MEASAT Global Berhad (“MEASAT”) announced today a showcase in collaboration with NOVELSAT and V-Nova to demonstrate cutting-edge compression for Ultra High Definition (UHD) primary distribution over satellite. The new technology provides up to three (3) times bandwidth savings and will be demonstrated live at MEASAT’s booth in CommunicAsia 2018 from 26 – 28 June.

MEASAT has also partnered with some of Asia’s leading UHD content creators for this must-see showcase. Fashion One 4K, Fun Box UHD, Insight UHD, Love Nature 4K and TravelXP 4K will display their UHD content on a stunning 86 inch 4K UHD TV sponsored by LG.

The content will be encoded using V-Nova’s PERSEUS Plus codec at 50 fps, 4:2:0 8-bit colour depth and broadcast with DVB-S2 at 8 Mbps. The NOVELSAT NS4 based solution can deliver more information bit rates per MHz and raises the total transmission capacity. The feed will then be delivered via MEASAT-3 satellite at the 91.5°E orbital slot to CommunicAsia. This solution makes distribution of UHD channels more cost effective without compromising video quality.

“One reason MEASAT is Asia’s preferred UHD partner is because of our commitment and belief in working with leading technology partners to provide innovative solutions to the market,” said Raj Malik, Senior Vice President – Sales. “With NOVELSAT and V-Nova, MEASAT continues to be on the cutting edge of broadcast technology and provide significant cost savings for UHD distribution across the Asia Pacific.”

“Driven by more channels and more high-resolution content, MEASAT is constantly on the lookout for solutions that help them manage increasing demand for satellite capacity,” said Ronen Sadan, AVP Marketing, NOVELSAT. “NOVELSAT NS4 offers the world’s most efficient satellite transmission technology, which makes it easier for MEASAT to expand their offering using much less bandwidth compared with other solutions.”

“We are delighted to partner with MEASAT and NOVELSAT to deliver this monumental step forward in UHD primary distribution,” commented Guido Meardi, Founder and CEO of V-Nova. “Delivering live UHD at the quality consumers demand at just 8 Mbps is simply impossible with any other video codec and is another great showcase of how PERSEUS Plus can transform the economics of video delivery throughout the industry.”

#### About NOVELSAT

NOVELSAT is a leading provider of next-generation content connectivity solutions. Powered by innovative technologies, our broadcast and broadband solutions are transforming networks’ capabilities to expand growth potential and to drive new experiences on any device, anytime, anywhere. Our high-performance products for satellite and terrestrial content connectivity include integrated video solutions and highly efficient broadband connectivity solutions, as well as best-in-industry content security solutions. Transforming delivery of data and video with new levels of performance, efficiency, agility, and security, NOVELSAT empowers mission-critical and demanding applications for the telecom, enterprise, media, entertainment, government, and mobility markets. For more information visit [www.novelsat.com](http://www.novelsat.com)

**About V-Nova**

V-Nova Ltd. is a London-headquartered technology company providing next-generation compression solutions that address the ever-growing media processing and delivery challenges. V-Nova provides solutions spanning the entire media delivery chain, including content production, contribution, storage and distribution to end users. V-Nova's award-winning PERSEUS™ is the only cross-media codec format and delivers on the promises of next-generation image and video compression, today. Using PERSEUS technology, media and entertainment companies can now monetise unmet consumer demand for higher definition video everywhere, on existing devices and infrastructure, by a simple software upgrade.

The PERSEUS technology works in 2 ways: PERSEUS Pro is an Intra codec for mathematically lossless and visually lossless professional production, contribution and imaging workflows. PERSEUS Plus is a temporal codec designed to enhance a base codec such as H.264 or HEVC, adding additional layers of detail and upscaling for unbeatable distribution efficiency to consumers. For more information please visit [www.v-nova.com](http://www.v-nova.com)

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**About MEASAT**

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD, HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP connectivity services. For more information, please visit [www.measat.com](http://www.measat.com).

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