

NOVELSAT Unveils First End-to-End Video Delivery Solution for 4G/5G Mobile Networks

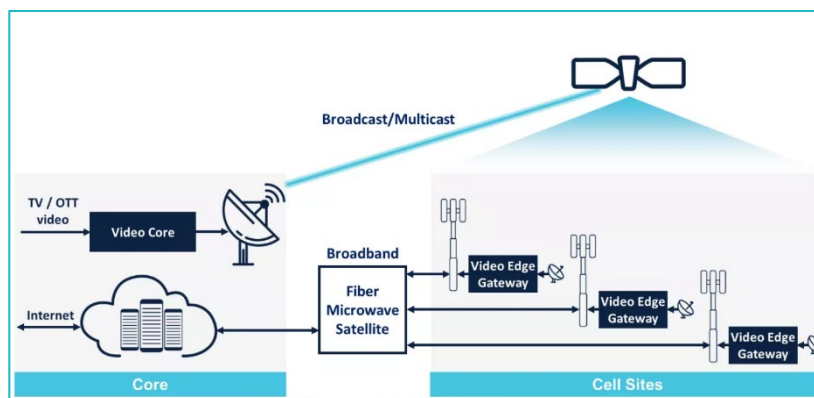
Satellite broadcast/multicast overlay solution incorporates all core-to-edge video processing and management to enable efficient delivery of live TV and OTT services

Ra'anana, Israel, April 30, 2019 – NOVELSAT, a world leader in satellite transmission technology, today unveiled a comprehensive satellite broadcast / multicast solution for the delivery of live TV and OTT video services. The innovative satellite-to-mobile video solution now enables mobile service providers to roll out TV and video services on a large scale while optimizing network investment.

As mobile video dominates mobile data traffic, a mobile service provider using a hybrid satellite-terrestrial network can now keep pace with traffic growth while introducing new video services such as live TV channel bundles. Complementing existing backhaul links with a satellite broadcast overlay enables service providers to leverage 4G infrastructure while evolving to 5G networks and services. The broadcast overlay network delivers new levels of video quality and volume for OTT distribution to remote cache storage and for live TV streaming, thus offloading broadband backhaul connections.

The NOVELSAT satellite-to-mobile video solution incorporates all core-to-edge video delivery functionalities including high-efficiency multi-stream, multi-profile video encoding/decoding, multi-channel video transcoding, multi-profile video packaging, high-efficiency satellite modulation/demodulation, the highest level of content security and protection, content entitlement and scheduling tools, resource management and optimization and more.

The comprehensive solution comprises a Video Core, a Video Edge Gateway, a Video Manager and a Network Management System. Utilizing software-based modules, the solution is highly scalable and enables large-scale deployment of ample bandwidth to numerous cell sites and locations.



“Users now want to consume video when they want it, where they need it, in the device of their preference, and they expect live TV and video with the consistency and quality they experience at home. As general viewing habits continue to favor linear video consumption, live streaming will be the fastest growing component in IP traffic,” said Lluç Palerm, senior analyst at NSR – Northern Sky Research. “Satellite has a unique set of attributes that make it ideal for many use cases and NSR expects demand for hybrid satellite-terrestrial video delivery networks to take off circa 2020.”

“NOVELSAT is excited to be at the forefront with a comprehensive and innovative solution that resolves mobile operators’ capacity challenges on the road to 5G,” said Gary Drutin, NOVELSAT CEO. “Our video delivery network solution brings together the worlds of satellite and mobile for a truly immersive user experience.”

NOVELSAT is showcasing the mobile video delivery network solution and other satellite transmission solutions at the Satellite 2019 show, May 6-9, in Washington DC, USA, at the Walter E. Washington Convention Center, Booth # 2119.

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