

VRT, Belgium National Flemish Broadcaster, Selects NOVELSAT's Technology to Deliver Tour de France Live Broadcasting

Ra'anana, Israel, September 9, 2019 – NOVELSAT, a leading provider of next-generation content connectivity solutions, announced that VRT (Vlaamse Radio -en Televisieomroeporganisatie), the Belgium national public service broadcaster for the Flemish Region and Community, has once again selected NOVELSAT's highly efficient broadcast solution to deliver live coverage of the Tour de France, the most prestigious bicycle race in the world.

The on-the-road coverage of the Tour de France was delivered to VRT Broadcast Center from Satellite News Gathering (SNG) vans of Videohouse, a leading European provider of broadcast facilities. The SNG vans provided live broadcast coverage along the 3,500 km tour route which included challenging terrain and conditions.

Installed on both VRT Broadcast Center and Videohouse SNG vans, NOVELSAT's solution delivered significant savings of satellite capacity utilizing NOVELSAT NS4™, the most bandwidth-efficient waveform, NOVELSAT DUET™ CEC™ (carrier-echo-cancellation) band reuse technology, and dual channel (ASI+IP) functionality for simultaneous bi-directional transmission of video and IP data.

NOVELSAT's solutions deliver best-in-industry spectral efficiency and transmission performance, enabling broadcasters to transmit more bits and channels, and to gain significant savings in satellite bandwidth. All the software-based efficiency-enhancing features of NOVELSAT solution work together seamlessly out of the box, simplifying setup and operation.

"NOVELSAT technology is providing major benefits for large scale events such as the Tour de France," said Tom Grenson, System Engineer of ICT Networking & Telecom at VRT. "VRT enjoyed the high-efficiency and high-performance transmission delivered by NOVELSAT solution."

"High profile events such as the Tour de France requires flawless operation," said Herman Vandenwaeyenberg, Broadcast Engineer at Videohouse. "We found the NOVELSAT solution easy to set up and operate, delivering high bandwidth transmission over narrow channels."

"NOVELSAT is proud to enable the live broadcast of the Tour de France," said Gary Drutin, CEO of NOVELSAT. "The partnership with VRT and Videohouse has demonstrated once again the benefits provided by our content connectivity solutions. We look forward to supporting additional demanding events."

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

About VRT

VRT, short for Vlaamse Radio- en Televisieomroeporganisatie, is the Flemish public broadcaster for radio and television in Belgium. VRT has three television channels, five radio channels, additional digital television offerings, and multiple online products.

About Videohouse

Videohouse has been a stable presence in the Belgian media business for years. The company was founded in 1980 and has grown into the technical market leader in Belgium. Today, Videohouse is part of Euro Media Group and is present in over seven countries: the United Kingdom, France, Germany, the Netherlands, Belgium, Switzerland and Italy. www.videohouse.be

