Press Release

Spacecom and NOVELSAT Demonstrate High-Volume Video Delivery over AMOS-17 Satellite for 5G Networks and Wi-Fi Hotspots

NOVELSAT's Video Cloud and Edge Transcoding Exhibit Ultra-Efficient Content Delivery Over Spacecom's High Throughput Satellite, Bypassing Backhaul Congestion

Ramat-Gan and Ra'anana, Israel – August 19, 2020 – Spacecom (TASE: SCC), operator of the AMOS satellites fleet, and NOVELSAT, a global leader in content connectivity over satellite, announced today the successful demonstration of end-to-end video delivery over AMOS-17 high throughput satellite, from network core to network edge, serving user devices over a wireless network and showcasing high-quality user experience.

The demonstration illustrated a complete network architecture for the delivery of Over-The-Top (OTT) live video content to multiple user devices, using NOVELSAT's video processing and delivery solution over Spacecom's AMOS-17 fully digital satellite operating live multi-band broadcasting.

NOVELSAT Video Core Cloud staged content acquisition from multiple sources in multiple formats, performing multi-channel transcoding to HEVC and satellite modulation utilizing NOVELSAT NS4™ bandwidth-efficient waveform, and transmitting a single high-quality profile of each video channel.
NOVELSAT Video Edge Gateway displayed content processing and delivery, demodulating the satellite transmission, executing decoding and transcoding, generating multiple video profiles, performing multi-profile packaging and delivering live video streams to user devices at network edge over a wireless network.
Spacecom AMOS 17 digital satellite powered the space segment of the demonstration, providing highly efficient connectivity from the satellite to the terrestrial network edges, interconnecting the video cloud core to the video edge gateway.

The demonstration highlighted the benefits, in terms of bandwidth efficiency, delivery cost and end-user Quality of Experience (QoE), of using satellite-based video delivery for distributing high volumes of live video content to cell sites and Wi-Fi access points. Bypassing terrestrial backhaul network congestion and performing transcoding and packaging at the edge, enable OTT delivery of high quality and low latency live IP video streaming to any device, and at the lowest investment in network infrastructure.

According to Eran Shapiro, Director of Business and Technology Ventures at Spacecom, "We are excited to partner with NOVELSAT to demonstrate how viewers will benefit from access to more content, at their convenience and with higher viewing quality. The coverage and efficiencies of AMOS-17's beams are unique over Sub Saharan Africa, and with NOVELSAT video processing and delivery solution we can effectively cater to changing lifestyles and viewing habits. Engaging the African media market with key enabling technologies for linear, OTT, VoD and other services is a strategic goal for Spacecom. Together with NOVELSAT, we are able to address important market segments with cost-effective, efficient and easy to deploy solutions."

"Video streaming is congesting mobile and terrestrial networks and impairing user experience. With 5G, mobile service providers are aiming to introduce even more video content and services, delivering HD and UHD quality, with no added latency, to any user device – from smartphones to TV sets," said Aviv Ronai, VP Marketing and Product at NOVELSAT. "This first-of-its-kind demo showcased NOVELSAT's pioneering end-to-end approach to resolving video delivery challenges by utilizing ultra-efficient content distribution over powerful satellite as AMOS-17 and serving video traffic from as close as possible to the users. Setting the bar for video delivery efficiency and performance,

NOVELSAT's solution coupled with AMOS-17 digital payload leads to reduced network costs and superior quality of experience, paving the road to 5G video services and WiFi hotspots."

About Spacecom

Spacecom (Space-Communication Ltd.), operator of the AMOS-3 and AMOS-7 satellites co-located at 4°W, AMOS-17 located at 17°E and AMOS-4 at 65°E, provides high-quality broadcast and communication services to Europe, the Middle East, Africa, and Asia.
Spacecom's AMOS-17 fully digital HTS satellite supports a variety of broadcast, broadband and data services from its 17˚E orbital slot. The satellite provides high throughput (HTS) African coverage in C-band, global steerable coverage in Ka-band, and extensive Ku-band coverage over Africa, serving direct-to-home (DTH) operators, internet service providers (ISPs), telecom operators and MNOs, network integrators and government agencies.
For more information visit: https://www.amos-spacecom.com/

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