

NOVELSAT Chooses HPE ProLiant Servers to Drive Broadcast Transformation and Spectrum Repurposing for 5G

NOVELSAT will utilize HPE ProLiant servers for flexibility and scalability to support rapidly growing adoption of its integrated video gateway

Ra'anana, Israel – November 2, 2020 – NOVELSAT, a global leader in content connectivity over satellite, announced today that through an OEM partnership with Hewlett Packard Enterprise (HPE), a global edge-to-cloud platform-as-a-service company, it has selected the HPE ProLiant servers to power its high performance video gateways.

Media and broadcast service providers face increased demand for higher quality content over multiple distribution channels, as well as bandwidth and spectrum challenges amid spectrum repurposing for 5G. NOVELSAT unique video solutions allows customers to expand, modernize and transform their video connectivity and delivery network, gaining higher transmission and video coding efficiencies as well as enjoying advanced capabilities, new services and flexible deployment options.

NOVELSAT will utilize HPE ProLiant servers to power NOVELSAT FUSION, an advanced end-to-end live linear platform for broadcast and broadband content connectivity and delivery. Expanding flexibility and scalability, NOVELSAT FUSION delivers optimal video efficiency, processing, delivery and security solutions by technology innovation across the media network.

“World's leading service and content providers are recognizing the unique value of our state-of-the-art technology, selecting our FUSION solution for their content connectivity and delivery networks,” said Aviv Ronai, VP Marketing and Product at NOVELSAT. “With the intense growth of our video business, we faced the need for a common server platform to support our various configurations and deployments. HPE ProLiant servers, which are tailored to our requirements, provide us the flexibility and scalability we need, helping us create consistency and standardization across our solutions and streamline our operations.”

“Consumption of video content has grown more than ever before. It is pressing broadcast channels to transform their platforms to quickly adapt and scale to deliver rich experiences,” said Phillip Cutrone, vice president and general manager, Worldwide Service Provider and OEM at HPE. “HPE has been playing a critical role in this transformation and looks forward to collaborating with NOVELSAT through an OEM partnership to deliver next-generation video solutions. By extending HPE ProLiant servers, which offer world-leading security, high-performance, resiliency and versatility, NOVELSAT can power its platform to build and scale solutions for greater value.”

Supporting the rapidly growing adoption of NOVELSAT FUSION by leading broadcasters, HPE will deliver hundreds of customized HPE ProLiant servers, paving the way to a further business growth.

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

