

NOVELSAT Introduces NOVELSAT FUSION For Satellite Broadcasters to Address UHD Adoption and Spectrum Challenges

All-in-one high-efficiency satellite modulation, encoding and multi-channel transcoding solution delivers unparalleled broadcast transmission efficiency.

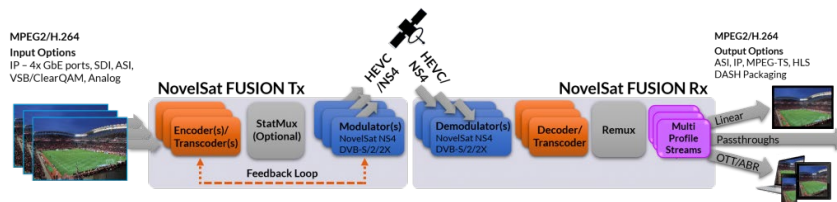
Ra'anana, Israel, April 3, 2019 – Broadcasters face increased demand for higher resolution video standards that require an order of magnitude more satellite capacity. Meanwhile, spectrum is being challenged by 5G roll-outs. With that in mind, NOVELSAT has teamed up with **igolgi** to introduce **NOVELSAT FUSION**, an all-in-one solution offering new levels of satellite transmission efficiency so that broadcasters can drive down operational costs.

NOVELSAT, a world leader in satellite transmission technology and igolgi, a leading provider of video processing, delivery and analytics software and solutions, have developed the FUSION solution, which integrates high-efficiency multi-stream video encoding and satellite modulation in a single transmit unit and satellite demodulation and multi-channel video transcoding in a single receive unit. The all-in-one NOVELSAT FUSION solution offers broadcasters significant savings in satellite bandwidth or enables transmission of up to three times more video content without increasing link budgets.



NOVELSAT FUSION NS5000 Series Satellite Broadcast Modulation/Transcoding Solution

The FUSION encoder/modulator receives multiple simultaneous video streams in any video format or delivery standard and encodes them into a high-efficiency HEVC (H.265) video stream. The compressed video is modulated and securely uplinked using virtually unbreakable (optional) 256-bit AES encryption. On the receive side, the FUSION transcoding IRD decrypts and demodulates the satellite signals and transcodes to any video format including MPEG-2, MPEG-4 (H.264-AVC) and HEVC to support OTT, ABR and linear TV streams. Optional packaging to HLS or DASH is also available in the receive unit. In addition, the unit can be a decoder only or can pass through content for direct packaging.



NOVELSAT FUSION supports all satellite transmission standards, including DVB-S2/S2X, in addition to NOVELSAT NS4, the world's most bandwidth-efficient satellite transmission waveform. With the most current, advanced HEVC encoding from igolgi, the efficiency benefits of NOVELSAT NS4, and tight integration, FUSION outperforms all other broadcast solutions.

“Changes in the satellite broadcasting market necessitate a new look at how broadcasters use satellite bandwidth,” said Gary Drutin, NOVELSAT CEO. “NOVELSAT FUSION is an efficient and economical solution to help broadcasters resolve their spectrum challenges.”

“By leveraging satellite bandwidth efficiency technologies from NOVELSAT along with powerful video compression solutions from igolgi, NOVELSAT FUSION brings to market a formidable offer for spectrum efficiency and video flexibility,” said Dr. Kumar Ramaswamy, President, igolgi Inc.

NOVELSAT is showcasing a live demo of the NOVELSAT FUSION solution at the NAB show, April 6-11, in the Las Vegas Convention Center, South Hall, Upper Level, Booth #SU9505.

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