

Cellcom and NOVELSAT Plan to Partner on a 5G Video Pilot

Cellcom and NOVELSAT intend to carry out a pilot in which Cellcom will implement a full 5G network for delivering video content to multiple users. NOVELSAT's edge-based video delivery solution will distribute real-time video content to the 5G base stations, providing rich, high-quality content services to a wide range of user devices.

Ra'anana, Israel – February 21, 2022 – Cellcom, Israel's largest cellular provider, and NOVELSAT, a global leader in content connectivity, aim to collaborate on a pilot of real-time video content distribution on 5G network infrastructure.

As part of the pilot, Cellcom will implement a full 5G network for delivering video content to multiple user devices. Video content of CellcomTV service will be distributed in real time to 5G base stations by NOVELSAT's solution. At the cell site, NOVELSAT's solution will perform video processing using edge-computing capabilities and will stream the video content at the highest quality and with the lowest latency to a wide range of user devices. The pilot will demonstrate the benefits of edge-based video delivery in terms of both video traffic efficiency and end-user experience quality (QoE).

"Video streaming is congesting mobile networks. 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 Gary Drutin, CEO of NOVELSAT. "The planned pilot with Cellcom will showcase and examine NOVELSAT's pioneering end-to-end approach to resolving video delivery challenges by utilizing ultra-efficient content distribution and serving video traffic from as close to users as possible. Setting the bar for video delivery efficiency and performance, NOVELSAT's solution leads to reduced network costs and a superior quality of experience, paving the way for advanced video services over 5G networks."

"5G, the fifth generation of mobile, is driving new and amazing products and services. Along with the deployment of our 5G network throughout the country, Cellcom is stimulating innovation in 5G and supports initiatives that bring greater and better experiences to our customers," said Yaniv Koriat, Cellcom's VP of technology.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is a leading Israeli communications group, providing a wide range of communications services. Cellcom Israel is the largest Israeli cellular provider, providing its cellular subscribers with a broad range of services including cellular telephony, roaming services, text and multimedia messaging, advanced cellular and data services and other value-added services in the areas of mobile office, data protection etc., based on Cellcom Israel's technologically advanced infrastructure. The company operates advanced networks enabling high-speed broadband and advanced multimedia services. Cellcom Israel offers nationwide customer service including telephone customer service, retail stores, and service and sale centers. Cellcom Israel further provides OTT TV services, internet infrastructure and connectivity services and international calling services, as well as landline telephone services in Israel. The company is traded in the Tel Aviv Stock Exchange. For more information visit <http://investors.cellcom.co.il>.

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 mobile, media, entertainment, government, and mobility markets. For more information visit www.novelsat.com.