

Cellcom and NOVELSAT Collaborate on a 5G Stadium Pilot for Immersive Fan Experiences

Cellcom and NOVELSAT will carry out a pilot for delivering real-time multi-camera viewing experiences to in-stadium fans via their smartphones

Ra'anana, Israel – September 05, 2023 – Cellcom, Israel's largest cellular provider, and NOVELSAT, a global leader in content connectivity, have teamed up to leverage 5G technology to deliver captivating multi-camera views to fans at live events.

Through the integration of NOVELSAT's edge-based media delivery solution within a stadium equipped with Cellcom's advanced 5G network, this initiative will introduce an immersive real-time multi-camera viewing experience for in-stadium fans. Video feeds from various cameras positioned throughout the stadium will be seamlessly processed by NOVELSAT's solution and promptly distributed to fans' smartphones over Cellcom's public 5G network. Utilizing cutting-edge edge-computing capabilities, NOVELSAT's solution will stream video content with the utmost quality and minimal latency to a dedicated application installed on users' devices. This pilot will effectively demonstrate the substantial advantages of edge-based video delivery, offering enhanced video traffic efficiency and an elevated end-user experience quality (QoE), all the while showcasing the potential of 5G to deliver customized, engaging experiences that draw fans even closer to the heart of the action.

"5G is a game-changer for sports and stadium business, stimulating fan experiences. The smartphone in the hand of each fan is generating the opportunity for an interactive and unforgettable fan experience," said Gary Drutin, CEO of NOVELSAT. "NOVELSAT's edge-based media distribution solution leverages next-generation connectivity to enable new values for connected stadiums. Our pioneering solution ideally addresses the on-site demand for high bandwidth with low latency, offering market-leading video delivery economics for large public venues. Creating a platform that supports the future of interactive stadiums, we empower the vision of the connected fan experience with future-proofed solutions that stay ahead of the game."

"The 5G technology enables the advancement of highly innovative products and services across various domains. At Cellcom, we are diligently working to enhance Israel's most powerful and highest quality 5G network, alongside fostering and developing greater and better experiences for our customers," said Avi Grinman, Cellcom's CTO and VP of

Engineering. “Stimulating innovation in sports fan experiences aligns perfectly with our mission, and by integrating NOVELSAT's expertise in content delivery with our advanced 5G infrastructure, we aim to explore a new dimension of in-stadium entertainment.”

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.