

NOVELSAT and AYECKA Unite, Delivering Advanced Connectivity Solutions Across Broadcast, Defense, and IoT Markets

Connecting Worlds, Expanding Horizons: A Strategic Vision to Combine Technologies, Expand Market Reach, and Deliver Versatile, High-Performance Connectivity Solutions

Ra'anana and Kfar Saba, Israel – January 8, 2025 – [NOVELSAT](#), a global leader in content connectivity, and [AYECKA](#), a leading provider of innovative and cost-effective solutions for satellite link-based IP and video delivery, announce their unification, creating a single, unified company. This strategic union combines the companies' complementary technologies and expertise, positioning the converged company to offer end-to-end solutions across multiple markets, including broadcast, media, government, defense, mobility, and IoT.

Expanding Market Reach and Solution Capabilities

Both NOVELSAT and AYECKA bring strong engineering foundations and a diverse portfolio of transmission, video processing, and security capabilities in different market sectors. This convergence leverages NOVELSAT's extensive global presence to scale AYECKA's specialized offerings internationally. Combining NOVELSAT's expertise in high-capacity broadcast and broadband solutions with AYECKA's tailored solutions for government and defense markets, forms a unified, multi-segment provider ready to address complex connectivity demands. The new entity is poised to drive strategic investments in next-generation connectivity solutions, fueled by powerful technological synergies.

"AYECKA and NOVELSAT joining forces represents a strategic move that expands market reach and enhances our ability to deliver mission-critical solutions," said Avi Barda, President of AYECKA. "By combining our unique capabilities, we can offer a more comprehensive suite of solutions, better meeting the demanding needs of customers across government, defense, broadcast, and IoT sectors, driving innovation and growth across these high-value markets. Together, we can deliver robust connectivity solutions that respond to the unique requirements of our global customers."

"We are excited to bring NOVELSAT and AYECKA together, creating an exceptional portfolio of solutions that will address connectivity needs across multiple high-growth markets," said Gary Drutin, CEO of NOVELSAT. "The strategic addition of AYECKA's defense and government capabilities will allow us to expand into high-demand markets with advanced, efficient, and reliable solutions that drive the future of content and data delivery."

About AYECKA

Established in 2005, privately-held AYECKA Communication Systems Ltd., is a provider of innovative and cost-effective solutions for satellite link-based IP and video delivery. The company's SATCOM offerings comply with the strictest requirements and regulations, and continuously drive and exceed satellite communication technology performance standards. AYECKA's solutions represent an ideal balance of quality, performance and affordability, with a broad selection of state-of-the-art yet competitively priced products primarily targeting the defense industry. For more information visit www.ayecka.com.

About NOVELSAT

NOVELSAT is a 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 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 targeting multiple business sectors - mobile, media, entertainment and mobility. For more information visit www.novelsat.com.