

HISPASAT offers complete connectivity for Ruta BBVA in Colombian territory

- **The Spanish operator offers broadband connection via satellite to the organisation, the expedition members and journalists in their adventure through Colombia.**
- **The Ruta BBVA is a highly valued project for HISPASAT Group, since it produces a cultural and educational exchange and because its area of coverage is the Americas.**

Madrid, July 24, 2015.- HISPASAT, the Spanish satellite telecommunications operator, will provide satellite connection to the Ruta BBVA organisation, which begins its trip in Spain tomorrow, travelling through Ávila, León and Galicia, heading then to Colombia in August to experience an “*Adventure in the Country of Emeralds: the Magic Route of the Green Stones*”. In Colombia, HISPASAT will provide the organisation, expedition members and journalists with broadband Internet access via satellite and IP telephone service, allowing them to broadcast information and transmit radio and video signals from their American locations.

This will be the 12th year that HISPASAT has accompanied the Ruta BBVA as a satellite service provider. The advanced services and technological solutions offered by the operator clearly show the advantages of satellites for transmitting information to remote areas with geographic obstacles and/or a lack of communication infrastructure. The itinerary that Ruta BBVA will follow in Colombia will lead them to some areas with these characteristics, where satellites provide the only possible solution for establishing communication.

For HISPASAT, the Ruta BBVA is a highly valued project, since it leads to a cultural and educational exchange and because its area of coverage is the Americas, where communications satellites play a fundamental role in reducing the digital gap in sparsely populated areas with difficult access. Because of the extensive coverage and rapid expansion of satellite technology, it has become the best solution to connect communities in any area, as remote as it may be, to the digital world and the Information Society.

Visits to the HISPASAT Control Centre

Participants in the Ruta BBVA will visit the HISPASAT Control centre in Arganda del Rey next Monday, July 27, to learn first-hand how telecommunications satellites work. Moreover, on August 14 the operator will give the Ruta BBVA 2015 expedition members the opportunity to directly communicate with their families from Colombia through a satellite video conference. From the HISPASAT control centre, family members will be able to connect with the expedition members, who will be in the Colombian city of Santa Marta.

About Ruta BBVA

Ruta BBVA is an educational and scientific programme, founded in 1979 and declared by UNESCO in 1990 to be of universal interest. Its goal is to strengthen the ties between young Europeans and Latin Americans of the Iberoamerican Community of Nations. For more than 30 years, thousands of young men and women have had the opportunity to participate in these expeditions, directed by Miguel de la Quadra-Salcedo.

About HISPASAT Group

HISPASAT Group is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. The Group is a world leader in the distribution and broadcasting of Spanish and Portuguese content, and its satellite fleet is used by important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT also provides satellite broadband services and other added value solutions to governments, corporations and telecommunication operators in America, Europe and North Africa. HISPASAT is one of the world's largest companies in its sector in terms of revenue, and the main communications bridge between Europe and the Americas.

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