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Orchestrating a brighter world

NEC



On their adventure across different regions of Colombia

HISPASAT and Bansat provide satellite telecommunication services for the Ruta BBVA 2015 in areas without connectivity

- **200 young people from Spain, Portugal and all over America are participating in the greatest cultural and adventurous exchange in the world.**
- **HISPASAT, the Spanish satellite operator and technical collaborator, are providing the members of the expedition, in collaboration with Bansat, with Internet access and telephone service throughout the route.**
- **This year the Ruta BBVA will have a Kiosco Vive Digital Móvil, operated by NEC and using HISPASAT's satellite capacity, in order to ensure connectivity.**

Santa Marta, August 12, 2015.- The Ruta BBVA 2015 is starting its journey across Colombia on its thirtieth edition. Over the coming days, 200 students from the Americas, Spain and Portugal will have an amazing educational experience, in addition to experiencing social commitment, within a cultural and adventure exchange framework.

As they travel across Colombia, the members of the expedition will visit cities such as Aracataca, Bucaramanga, Barichara, Curití, Villa de Leyva, Tunja or Boyacá, and they will discover sites such as Tayrona National Natural Park or Chicamocha Canyon. In many of these places, the connectivity for telecommunication services is very limited, and the Ruta BBVA needs to use a satellite connection in order to access the Internet and voice and data services.

The Spanish satellite and telecommunications operator, HISPASAT, has been the technological collaborator for the Ruta BBVA for the past 12 years, providing these services in the different Latin American countries where it has travelled. In this 2015 edition, the operator will provide the Ruta with Ku band space capacity from its satellite Hispasat 1C to make available the

necessary connectivity in the rural and remote areas of the country. The Colombian company Bansat will provide and manage the technical equipment needed on the ground to connect with the satellite and ensure the service works correctly.

In addition, this year the members of the expedition and journalists following the Ruta will have a Kiosco Vive Digital Móvil, thanks to the Colombia's Ministry of Information and Communication Technology and NEC de Colombia, which will provide satellite Internet access and voice and data services to the participants. In this way, the expedition members will be able to send news and photos to the media, connect using telephones or video-conferencing and have several computers connected via broadband to the Internet in order to communicate with their family and friends.

The Ruta BBVA is a journey that combines education in values, cultural exchange, training in social enterprise and adventure. Over the course of twenty-nine editions, more than 9,000 young people from around the world have had the opportunity to travel and discover human, geographical, social and historical aspects of other cultures.

About Kioscos Vive Digital

The Kioscos Vive Digital are an initiative from the Colombian Ministry of Information and Communication Technology, through which 6,668 centres with access to the Internet were installed in rural or remote areas throughout the country in order to provide Internet and telephone communications to rural and remote areas that do not have access to these services. In addition, they have an appropriation element to train thousands of Colombian farmers how to use the Internet and other ICT content.

www.mintic.gov.co

About NEC de Colombia

NEC DE COLOMBIA S.A. is the subsidiary for the NEC CORPORATION in the northern region of South America, which is one of the biggest and most experienced technology innovators, manufacturers and providers in the world. NEC de Colombia's area of influence includes: Colombia, Venezuela, Ecuador, Peru, Bolivia, Panama, Costa Rica, Guatemala, Nicaragua, Belize and Honduras. In these countries it has been responsible for analysing, planning, designing, implementing and setting up a large number of telecommunication projects for the main public and private operators in each country.

About Bansat

With over 25 years of experience in satellite transmissions, BANSAT focuses on providing connectivity solutions for the Government and private sector. It remains at the forefront of the latest technologies: Internet, data, video, earth observation and photography. Similarly, it provides connectivity to air, sea and land vehicles, and it has products to meet the needs of the defence sector with a high level of security. It is a company renowned for its innovation ability and the high level of service. It is highly regarded by the most important television channels and press agencies from around the world for numerous works it carries out both locally and internationally.

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.

www.hispasat.com