

HISPASAT to participate in the Digital Festival in Brussels

- **The Spanish operator will present a satellite connectivity solution for high speed trains.**
- **HISPASAT will also animate a session on the Future TV Ecosystem.**

Madrid, 20 June 2016.- Spanish satellite telecommunications operator HISPASAT will participate in the Digital Festival 2016, an event organized by Forum Europe and sponsored by ESOA (EMEA Satellite Operators Association) and Microsoft that will take place tomorrow in Brussels and is designed to provide a space in the EU capital where the impact and potential of digital technologies can be both challenged and better understood.

HISPASAT will present a new solution for high speed trains that, using an advanced hybrid (satellite-4G) system, will revolutionize the on-board connectivity experience by bringing passengers video-on-demand, live TV, news and Internet access.

Against the backdrop of massive video consumption, Ester Fernández, HISPASAT Marketing Manager, will animate “Future TV ecosystem: more quality, more flexibility and more screens” a dynamic and interactive session involving Proximus, Nagravision, Amazon and a pay TV operator. Satellite remains the most important technology in delivering video content to millions and will continue to bring its efficiencies through integration with terrestrial networks.

The event will end with a live match of the UEFA Euro 2016 accompanied by a SAT>IP demo enabled by HISPASAT that will allow the match to also be watched by event participants live on tablets and smart phones using the satellite signal converted to IP, so bypassing the terrestrial broadband network entirely.

ESOA will also be represented by other companies like Inmarsat, presenting their ‘black box in the cloud’ service for aviation safety or Intelsat, showing its enhanced vehicle connectivity, among others.

Through a variety of exhibits, workshops, debates and a live demonstration, ESOA members, including HISPASAT, showcased the diversity of applications and services delivered by satellite



operators to enable the advanced digitization of different sectors including trains, cars, aviation, disaster relief, media and entertainment.

About ESOA

ESOA is the world's only CEO-driven satellite trade association whose membership brings together all European, Middle-East and African satellite operators and supporting members including service providers, manufacturers and launch service providers. Set up in 2002, the association's mission is to provide a unified voice and a platform for collaboration for satellite operators to ensure the continued success of the sector and to broaden the opportunities for policymakers to leverage satellite services to fulfill their objectives.

For more information, please contact info@esoa.net www.esoa.net

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