

HISPASAT provides communication services to the Ruta BBVA in Mexico

- **The Spanish operator offers broadband connection via satellite to the organisation and journalists in their adventure through Mexico.**
- **The Ruta BBVA is a highly valued project for HISPASAT, both because of the company's area of coverage in the Americas, and because of the Ruta's importance as a cultural and educational exchange.**

Madrid, 30 June 2016. Spanish telecommunications satellite operator HISPASAT will provide a satellite connection to the organisers of Ruta BBVA 2016, which begins its trip tomorrow, travelling through Mexico to experience its "*Adventure in the Mayan jungles of the Yucatán*". There, HISPASAT will provide the organisation and journalists with broadband Internet access via satellite and IP telephone service, allowing them to broadcast information and transmit radio and video signals from Mexico.

The Mexican company Globalsat, an additional sponsor of the Ruta BBVA this year, will provide and manage the technical equipment needed on land in order to connect with Hispasat's Amazonas 2 satellite and ensure the service is working correctly at all times.

This will be the 13th 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 locations or areas where there is a lack of communication infrastructure.

For HISPASAT, Ruta BBVA is a highly valued project, both because of the Ruta's importance as a cultural and educational exchange, and because of the company's area of coverage in the Americas, where communications satellites play a fundamental role in reducing the digital divide 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 to the digital world and the Information Society.

This year, the Ruta BBVA will travel to Mexico to explore the Mayan jungles of the Yucatán and discover this civilisation's most important archaeological sites. Participants will also learn about some of the social policies that address major problems currently faced by Yucatán society.

Visits to the HISPASAT Control Centre

On 8 July the operator will give the Ruta BBVA 2016 expedition members in Mexico the opportunity to directly communicate with their families through a satellite videoconference. From the HISPASAT control centre, family members will be able to connect with the expedition members, who will be in the Mexican city of Campeche. Participants in the Ruta BBVA will also visit the HISPASAT Control centre in Arganda del Rey on 28 July to learn first-hand how telecommunications satellites work.

About Ruta BBVA

Ruta BBVA, which was founded in 1979 and declared by UNESCO in 1990 to be of universal interest, is a journey that combines education in values, cultural exchange and adventure. Its goal is to strengthen the ties between young Spaniards and Latin Americans of the Iberoamerican Community of Nations. For more than 30 years, 10,000 young men and women have had the opportunity to participate in these expeditions, started 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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