

## HISPAMAR announces new satellite launches and services portfolio at Futurecom 2016

- **The operator will add three new satellites to its network in 2017: Hispasat 36W-1, Amazonas 5 and Hispasat 30W-6, which will join Hispasat Group's fleet of satellites to increase its range of services.**
- **HISPAMAR is working on the implementation of complete solutions in Ka-band, to offer its end customers a wide-ranging response to their broadband communication needs.**

**São Paulo, 17 October 2016.** HISPASAT's Brazilian subsidiary, HISPAMAR Satellites, will participate once again in Futurecom 2016, the premier ICT-sector event in Latin America, to be held in São Paulo from today until 20 October. The operator will submit its new launches and satellite services to the leading companies in the sector, including solutions based on Ka-band frequency, most suited for new Internet satellite services.

HISPASAT is scheduled to launch three new satellites in 2017. Hispasat 36W-1, Amazonas 5 and Hispasat 30W-6 will join the group's fleet of satellites in order to increase telephone and audiovisual services, corporate networks and broadband Internet, amongst other telecommunications solutions. The three satellites will offer coverage in the Americas and have Ka-band technology, the company's commitment for the Latin American market.

According to Sergio Chaves, HISPAMAR's Business Manager for South America, "the company pioneered in offering Ka-band for Latin America and maintains its commitment to this technology, as it reduces the unit cost of satellite services for Internet access, making it more competitive and helping to extend it to a larger number of people, not only those with greater purchasing power. Thus, a majority of citizens would have general access to the global network and greater demand could be generated in Brazil as well as other countries in the region."

Chaves explained that Ka-band “is an ideal solution for broadband Internet connectivity as well as the backhaul of mobile networks and corporate services”. In addition, Mr Chaves announced that HISPAMAR is attempting to offer greater added value to its customers. To this end, they will develop strategic agreements with technology partners that will enable them to offer complete solutions to end customers, providing a wide-ranging response to their broadband communication needs.

### **Panel on “Innovations in satellite communications”**

On 18 October, HISPAMAR will participate in a panel on “Innovations in satellite communications”, which will address the growing demand for broadband connectivity and innovations in broadband communication architecture via satellite (LEO, HTS, SMS). Sergio Chaves will be representing the company on this panel and will deal with the issue of how to make these services possible while obtaining competitive profits. HISPAMAR will also have a stand at Futurecom where participants can obtain more information on the new satellites and services.

### **Sobre o Grupo HISPASAT**

O Grupo HISPASAT é formado por empresas com presença tanto na Espanha como na América Latina, onde a sua filial brasileira HISPAMAR se localiza. O Grupo é líder na difusão e distribuição de conteúdos em espanhol e português, incluindo a transmissão de importantes plataformas digitais de DTH (Direct to Home) e Televisão de Alta Definição (HDTV). A HISPASAT também provê serviços de banda larga via satélite e outras soluções de valor agregado para governos, corporações e operadoras de telecomunicações nas Américas, Europa e norte da África. A HISPASAT é uma das principais companhias do mundo em receita no seu setor e a principal ponte de comunicação entre a Europa e as Américas.

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