

HISPASAT Group receives the Tele.Síntese prize for Innovation in Communications in Brazil

- **Brazilian magazine Tele.Síntese, specialized in the field of telecommunication and information technology, has awarded the Saturno project with the Innovation in Communications 2012 prize.**
- **The project researches and develops equipment and optimised solutions for the distribution of high quality audiovisual content to the home.**

Madrid, November 16, 2012. The satellite operator Hispamar, which is part of HISPASAT Group, received the Tele.Síntese prize for Innovation in Communications 2012 for Saturno project last Tuesday night in Sao Paulo. The prizes are supported by the Ministry of Communications, the Ministry of Development, Industry and Foreign Trade and the Ministry of Science and Technology of Brazil.

A survey on pioneering innovation in the communications field was carried out among 150 companies, including operators, manufacturers, content providers and infrastructure providers in order to select the candidates. Hispamar was one of the three selected by the jury in the communications services provider category and it won the competition with the innovative Saturno project, with which Hispamar will broaden its portfolio of value added services for the broadcast market.

The criteria that were taken into account for awarding these prizes for innovation to a particular product or service include, amongst others, the changes that it means for traditional practices in its field, the actual improvements that it brings as compared to those already existing in the market and the advantages that it offers users.

The winning project, developed by the R+D team at HISPASAT Group, allows for the distribution of television channels via satellite to all in-home devices, from television sets and laptop computers, to tablets and smartphones, by means of in-home equipment based on IP and DLNA (Digital Living Network Alliance) technology and reusing the infrastructure already available in every home (WiFi, cable, etc.).

In this way, the user can view the content he wants, when and where he wants, by using a simple, low-cost solution run through a single receiver that downloads the content from the satellite, converts it to IP and distributes it through any compatible device.

In the words of Inés Sanz, the Client Engineering manager of HISPASAT Group, and one of the project supervisors, “we have managed to radically change the classical concept of TV consumption via satellite. We have moved on from the need to install a STB receiver for each TV we want to see at home, to the innovative solutions developed by Saturno, with just one receiver that is compatible with a multi-screen environment of the different devices on the market.”

Amazonas 3

Beginning 2013, HISPASAT Group will launch Amazonas 3 satellite, which will cover the entire American continent with 52 simultaneous transponders, 33 in Ku band and 19 in C band, as well as 9 beams in Ka high band in Latin America. The new satellite will be placed in the orbital position of 61° west and it will be able to meet the growing demand for satellite capacity that currently exists in Latin America, especially in the satellite and broadband services segment.

About the HISPASAT Group

HISPASAT Group is made up by companies with activities both in Spain and in Latin America, where the Brazilian HISPAMAR corporation operates the Amazonas satellite fleet. The Group is leader in broadcasting and distributing contents in Spanish and Portuguese, including the transmission of important Direct-to-Home (DTH) Television and High Definition Television (TVAD) digital platforms. HISPASAT is one of the most important companies in the world in regard to income of its sector and the main communications link between Europe and America.