

FLEXIBLE  
CONNECTIVITY  
HITS EUROPE



» fly-away antenna, the CellSat solution demonstrated its versatility to Global TV.

This type of event is the key market for CellSat in Europe: “The beauty for us of using Dejero CellSat is that it offers the ability to blend multiple connections and get increased reliability at a big event like the Royal wedding. It’s great that we can use our existing video over IP workflow,” explained Mark Blanchard, manager, network services, Global Television Canada.

What’s in the blend?

The CellSat connectivity service was created in partnership with Intelsat, a world leader in providing integrated satellite communications, who just launched a European satellite hub to support CellSat on European soil. The IS-35e Ku capacity satellite sits at 325.5°E and its beams reach from Iceland to Saudi Arabia and from West Africa to Russia. Since the service is provided through a single point of contact, Dejero; procurement, management, and billing are greatly simplified. The solution includes hardware, software, and connectivity services to the CellSat network—all managed in the cloud, and backed with industry-leading technical support.

Cellular network connectivity is fast to deploy and cost-effective, but reliant on coverage provided by mobile network providers and subject to congestion from competing production crews and smartphone users vying for the same bandwidth or to weaker coverage in more isolated locations that only allow lower bitrate streams.

Satellite, which is very consistent and often relied upon for critical live coverage of major events, comes with increased costs, complexity, and administration time. Satellite time often needs to be booked in advance and in defined time slots. You also need to consider the location of the satellite in relation to the dish for line of sight—anywhere with high surroundings (buildings, etc) will be trickier. However, in these areas you’re more

likely to have better cell coverage so the need for satellite drops.

Microwave technology is also reliable, but a story or event can occur beyond its range, or in a challenging location where line of sight or inclement weather obstructs the signal.

CellSat combines the best attributes of these technologies and provides broadcasters better choices. The multi award-winning Dejero CellSat solution provides enhanced reliability in situations where cellular networks are congested or cellular coverage is limited - ultimately presenting the necessary bandwidth, on demand, to deliver exceptional picture quality and greater reliability while on location.

CellSat users don’t have to book satellite time - it is simply available to boost bandwidth when and as they need, at the push of a button. The system also intelligently manages and blends the satellite connection with the available cellular connections. This enables Dejero to provide the aggregated bandwidth that delivers additional reliability when broadcasting live from the field.

In addition, while a satellite connection need not worry about location on the European continent, being close to a border could mean cellular connection to a foreign cell tower and higher prices. CellSat allows users to turn cellular roaming off to avoid these issues.

A midstream activation feature simplifies switching between cellular-only and CellSat transmission paths, without having to stop and restart the transmission. CellSat midstream activation puts greater cost control in the hands of broadcasters when contributing high-quality video content from the field. In addition to video transport up to 20 Mb/s with Dejero HEVC-capable encoders, the CellSat blended connectivity service also enables data transport for applications such as email and Internet access.

# Dejero CellSat



## Reliably broadcast live from any location.

Overcome live broadcast connectivity challenges with Dejero CellSat. Offering the best of both cellular and satellite, CellSat intelligently blends cellular connectivity from multiple mobile networks with Intelsat’s Ku-band IP satellite connectivity.

A multi-award winning, unrivalled connectivity solution that’s flexible and easy to use and set-up, adding CellSat to your broadcast toolbox will give you the confidence to go live in any scenario.

In partnership with  **INTELSAT.**

Discover why the world’s top broadcasters rely on Dejero’s network blending technology to transport video and provide Internet connectivity from remote locations.

To learn more about Dejero CellSat, visit [dejero.com/cellsat](http://dejero.com/cellsat)

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