



International Datacasting Announces New LASER Video Broadcast Network in Mexico

Ottawa, ON (Marketwired – December 15, 2016): Novra Technologies Inc. (“Novra”) (TSX Venture: NVI) today announced that its wholly owned subsidiary, International Datacasting Corporation (“IDC”), has been selected to provide a new, enhanced infrastructure for RTV Nuevo León, the regional television and radio broadcaster for the state of Nuevo León, Mexico.

The IDC LASER™ solution enables Digital Program Insertion (DPI) for targeting content such as information and advertisements by geographical region and/or demographic group. It provides precise, frame-accurate switching of signals for a seamless viewer experience.

RTV Nuevo León’s new Canal 28 will use the LASER DPI capabilities to conform with regulations established by Mexico’s Instituto Nacional Electoral or INE, (the National Electoral Institute). The network includes LASER MPS receivers at 34 regional stations across the state that receive a DVB-S2 satellite signal and output ASI into ATSC transmitters. The IDC LASER™ platform includes advanced technology that enables precise program splicing in the compressed domain—eliminating the traditional requirement to decode and re-encode at the network edge—creating more secure, efficient networks.

On this project IDC is partnering with prime contractor Rohde & Schwarz and longtime reseller Grupo Etercom SA de CV. Rodolfo Moncada, Director General of Rohde & Schwarz Mexico, commented: “We are pleased to be working with IDC on Canal 28. Their combination of advanced technology, experience in Mexico, and competitive price made IDC LASER™ the ideal option for this new network.”

IDC VP Marketing & Sales Diana Cantú said: “These are challenging but exciting times for broadcasters. The IDC LASER™ is disrupting traditional workflows to provide a more efficient, effective, and affordable alternative for broadcast networks of all sizes.”

IDC President and CFO, Steven Archambault, commented “We are excited to be part of this prestigious project in Nuevo León, Mexico. With our state-of-the-art advanced video distribution system, IDC is well positioned to address the emerging regionalization broadcasting requirements in Mexico and other parts of Latin America.”

About Novra Technologies Inc. and International Datacasting:

Novra (TSX-V: NVI), specializes in the transmission and reception of IP traffic over satellite, cable and terrestrial communication links. Products include broadband receivers for DVB-S, DVB-S2, and ATSC systems. The NovraLink digital signage solution integrates Novra’s technologies into a comprehensive multimedia management and distribution system. IDC, a wholly owned subsidiary of Novra, is a global technology provider for the world’s premiere broadcasters in radio, television, data and digital cinema. IDC’s products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, VOD, and IPTV and other advanced content delivery applications.

For more information visit www.novra.com and www.datacast.com

Forward-Looking Statements:

This press release contains certain information that may constitute “forward-looking information” and/or “forward-looking statements” within the meaning of applicable Canadian securities laws including, without limitation, statements containing the words “believe”, “may”, “will”, “should”, “continue”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “potential” and similar expressions. Forward-looking statements in this release include but are not limited to statements relating to the size of the contract, the duration of the contract and timing of the initial shipment. All forward-looking statements are necessarily based on estimates and assumptions that are inherently subject to significant business, economic, competitive, political and social uncertainties and contingencies.

These forward-looking statements are made as of the date of this release and we do not intend, and do not assume any obligation, to update these forward-looking statements, except as required by applicable securities laws. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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CONTACT:

Diana Cantú,
VP Corporate Marketing & Sales, International Datacasting
613-596-4120 x2202
dcantu@datacast.com