



## **SAT>IP ALLIANCE LAUNCHED TO EXTEND ROLE OF SATELLITE BROADCASTING IN MULTISCREEN ECOSYSTEMS**

- SAT>IP Alliance will see leading satellite operators SES and HISPASAT and manufacturers Panasonic, NAGRA, ALi Corporation, MaxLinear join forces to encourage the development and adoption of SAT>IP technology
- SAT>IP technology makes it possible to distribute satellite TV services in an efficient way to any device connected to a domestic IP network

LAS VEGAS, 15 April 2015 – At the 2015 NAB Show in Las Vegas, six leading satellite operators and manufacturers announced today the formation of the SAT>IP Alliance, formalising a coalition that was initiated last year to develop compatible hardware and software for the SAT>IP technology. The SAT>IP Alliance consists of SES, HISPASAT, Panasonic, NAGRA, ALi Corporation and MaxLinear.

The innovative SAT>IP technology converts satellite signals into IP at the reception point using a small server, which may be located in the satellite dish or in the user's home, and distributing the signal to the different IP devices such as tablets, smartphones and laptops. This technology makes it possible to provide high-quality content via satellite more efficiently to all the screens in a home, using pre-existing networks in the building. SAT>IP is currently a European standard (CENELEC EN50585) compatible with satellite and ground networks.

The SAT>IP Alliance, which will be constituted shortly in Luxembourg as a non-profit organisation, will be in charge of setting forth SAT>IP-related strategic developments and creating working groups through its executive committee. The main aims of the Alliance will be to promote the use of the SAT>IP protocol throughout the industry, facilitate certification of new devices, and develop and improve the SAT>IP standard.

Over the past years, nearly 40 manufacturers have supported the SAT>IP standard by developing products that are compatible with its requirements. The momentum behind SAT>IP technology today has created the right conditions to form this Alliance, an open forum for all manufacturers, satellite operators, broadcasters and service providers who wish to get involved in developing and improving a key standard for the future of satellite content distribution in multiscreen ecosystems.

For more information on SAT>IP, please go to <http://www.satip.info/>

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### **About SES**

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) is the world-leading satellite operator with a fleet of more than 50 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the satellite industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements. SES holds a participation in O3b Networks, a next generation satellite network combining the reach of satellite with the speed of fiber.

For further information, visit [www.ses.com](http://www.ses.com).

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