



Press release

SES, SAMSUNG AND UK BROADCASTER DEMONSTRATE WORLD'S FIRST DVB BROADCAST OF HIGH DYNAMIC RANGE ULTRA HD (UHD) TV

- Demonstration of an Ultra HD TV transmission from an SES satellite at 19.2 degrees East using existing DVB UHD Phase 1 specifications and BBC Research & Development's High Dynamic Range (HDR) technology directly to a Samsung SUHD TV.
- BBC R&D's Hybrid Gamma (HDR) technology enables simultaneous delivery of Standard Dynamic Range to existing UHD TVs and High Dynamic Range to new generation UHD TVs from the same content payload.
- Samsung SUHD TVs represent the next generation of consumer display technology, fully equipped to receive the next generation of premium audio visual content.
- The CAS-protected UHD TV transmission is received directly by the Samsung SUHD TV using a CI+ Module.

Luxembourg, London and Seoul, Korea – 6 May 2015 - SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) and Samsung Electronics Co. Ltd announced today that they will be demonstrating the first DVB transmission of High Dynamic Range UHD TV at the annual SES Industry Days in Luxembourg 6th and 7th May 2015. The content will be transmitted via an SES satellite directly to a Samsung SUHD TV using the Hybrid Gamma (HDR) technology.

The demonstration marks a major milestone for the Ultra HD broadcast chain. Indeed, it demonstrates for the first time how industry can launch new High Dynamic Range UHD TV Services over DVB Broadcast Networks, which can fully exploit the capabilities of the next generation of consumer displays, while simultaneously providing high quality UHD TV Service to UHD Phase 1 Receivers already in the market.

"High Dynamic Range (HDR) will significantly enhance how consumers will experience television in the future," said Thomas Wrede, Vice President, Reception Systems at SES. "An introduction of any HDR technology must be backwards compatible with existing DVB UHD 1 Phase 1 flat screen TVs that are already in consumers' homes. SES and Samsung, with this transmission over the ASTRA satellite system, are demonstrating that this backwards compatibility is possible today."

"Samsung is delighted to participate in this demonstration of a monumental step forward for the broadcast industry," said John Adam, head of business development and industrial affairs at Samsung Research UK. "By delivering UHD TV services that can address the growing market



of UHD Phase 1 TVs, while also providing the best experience to consumers who are investing in the next generation of TV, Samsung is ready to fully endorse the BBC Research & Development's HDR technology as part of our overall drive towards the best consumer experience in UHD TV."

For further information please contact:

Markus Payer
Corporate Communications, SES
Tel : +352 710 725 500
Markus.Payer@ses.com

Jung-Hee Yoon
Samsung Electronics Co., Ltd.
jungheeva.yoon@samsung.com

Follow us on:

Twitter: https://twitter.com/SES_Satellites

Facebook: <https://www.facebook.com/SES.YourSatelliteCompany>

YouTube: <http://www.youtube.com/SESVideoChannel>

Blog: <http://en.ses.com/4243715/blog>

SES Pictures are available under <https://extranet.ses.com/18706236/pictures>

SES White papers are available under <http://www.ses.com/18681915/white-papers>

About SES

SES is a world-leading satellite operator with a fleet of over 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 organizations worldwide. SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting 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 (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: www.ses.com

About BBC Research & Development

The role of BBC R&D is to provide world-class leading edge technical research and innovation expertise to the BBC, to enable the corporation to create and deliver innovative high quality content and services, as cost-effectively as possible to the licence fee paying public. The world class engineers in R&D also advise the BBC on what is coming in the future – what does it need to be involved in and influencing, what are the likely winning and losing technologies and what



does the BBC need to lead, follow or ignore. The department has always followed a philosophy of collaboration and openness; it works regularly with other broadcasters, standard's bodies and technology partners.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com.