



## Press release

### SES LAUNCHES ULTRA HD DEMO CHANNEL IN NORTH AMERICA

*New demo channel enables cable operators and content distributors  
to prepare their networks for Ultra HD trials*

PRINCETON/LUXEMBOURG – June 16, 2015 – [SES](#) S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG), the world's leading satellite operator, today announced it has launched its first Ultra HD (UHD) demonstration channel serving the North American television market.

The demonstration channel, broadcast via SES-3 at 103 degrees West, will enable cable operators to prepare and test their networks for Ultra HD trials. The SES-3 satellite provides broad coverage over the North America market, ideally positioned to deliver live and linear Ultra HD to cable networks. With three UHD demo channels already available across Europe - broadcast at 19.2 degrees East, 28.2 East and 5 degrees East, SES extends its global leadership in HD and UHD delivery with this new channel in North America.

SES initiated the new UHD demo channel in response to strong cable operator demand following its highly successful demonstration of the first-ever live and linear Ultra HD broadcasts to cable systems at the NAB and INTX conferences earlier this spring. The milestone Ultra HD broadcasts were enabled by SES's Ultra-HD-ready linear content delivery network, which is used to transmit the UHD demo channel. The camera-to-screen ecosystem is built on satellite's inherent broadcast advantages coupled with the multicasting capability of DOCSIS 3.0, the most advanced transmission standard that is used by most cable systems today.

"This new SES Ultra HD demo channel is playing an important role in accelerating the successful delivery of Ultra HD to cable homes across North America," explained Steve Corda, Vice President of Business Development for SES in North America. "Cable operators and content distributors can now begin to prepare their systems and test their networks for Ultra HD delivery, leading into major trials this summer," Corda said, noting the Ultra HD demo channel is expected to reach cable subscribers' homes later this year.

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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 fibre.

Further information available at: [www.ses.com](http://www.ses.com).