

## Press release

### **HD+ UNVEILS FIRST HD+ EMBEDDED UHD TV AND ANNOUNCES NEW DEMO UHD CHANNEL**

- **HD+ and TechniSat's first UHD TV with integrated HD+ decryption system (no CI+ module for HD+ required) premiered at the IFA Innovation Briefings**
- **HD+ to launch UHD demo channel in September**

BERLIN, 9 July 2015 -- German HD platform HD+, a subsidiary of SES S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG), and German TV and satellite technology manufacturer TechniSat unveiled the first Ultra High-Definition (UHD) TV with integrated HD+ decryption system (no CI+ module for HD+ required) today at the IFA Innovations Media Briefing. HD+ also announced the launch of its UHD demo channel in September.

With this new TechniMedia UHD+, consumers will have easy access to more than 50 HD channels via the HD+ platform as long as they have a valid HD+ card. They will also be able to access HD+'s new UHD demo channel. Currently, HD+ customers access HD+ channels by connecting their TV with an HD+ set-top-box or with a CI+ module.

The TechniMedia UHD+ will be available in the fourth quarter of 2015 in three sizes: 43 inches (109 cm), 49 inches (123 cm) and 55 inches (140 cm). The TechniMedia UHD+ will also boast extensive premium features as well as multi-media integration into the home network and can be controlled through an app.

When launched in September, the HD+ UHD demo channel will broadcast an attractive mix of sports, culture, lifestyle and nature content. Professional industry partners who are keen to test out their Ultra HD content can also contribute to the demo channel.

“With more Ultra HD content being produced, it’s a matter of time before Ultra HD channels are offered in the market. At the same time, consumer electronics must be easy to use and intuitive, hence the reason why we partnered with TechniSat to offer HD+ on a new Ultra HD TV,” said Georges Agnes, Managing Director of Product Development at HD PLUS. “In September, the new HD+ Ultra HD demo channel will broadcast content of our professional partners and also provide producers with the opportunity to broadcast their user-generated content on linear TV.”

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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).