



## Press release

### **SES AND ARMSTRONG INITIATE BREAKTHROUGH ULTRA HD TRIAL**

First-of-its-kind architecture set to accelerate Ultra HD delivery to cable households

PRINCETON/LUXEMBOURG – July 20, 2015 – SES S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG), one of the world's leading satellite operators, today announced it has initiated the first-ever live and linear Ultra HD (UHD) trial with cable MSO (Multiple System Operator) Armstrong.

Armstrong is testing SES's camera-to-screen Ultra HD ecosystem at its headquarters cable lab in Butler, Pennsylvania. SES's Ultra HD offering, first unveiled in April 2015 at the NAB Conference, combines broadcast and IP technologies in a fully-managed, scalable service. The solution leverages satellite's inherent broadcast advantages and the multicasting capabilities of DOCSIS 3.0, the advanced transmission standard in use by Armstrong and other leading cable systems today.

"We have a great long-term partnership with SES that enables us to innovate with satellite-delivered content solutions and provide exciting new potential offerings, said Mike Giobbi, Chief Technology Officer for Armstrong. "We look forward to testing Ultra HD on our cable system and working closely with SES on this exciting solution."

"We are very excited to have Armstrong as the first to test our linear Ultra HD solution in a real-world environment," noted Steve Corda, Vice President of Business Development for SES in North America. "The outcome of these tests will support progress toward our objective of accelerating the roll-out of linear-live Ultra HD. The roll-out into cable TV households across North America will allow a very cost efficient, scalable and high performance delivery system."

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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.

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

## **About Armstrong**

Armstrong provides television, high-speed Internet and telephone service to customers in Pennsylvania, Ohio, West Virginia, Kentucky and Maryland, and is America's 14th largest cable television provider\*.

*\*Kagan Media, 2015*