

Press release

SES SHOWCASES ULTRA HD HIGH DYNAMIC RANGE WITH LEADING INDUSTRY PLAYERS

Three demonstrations will be transmitted via SES's prime orbital slot of 19.2 degrees East

LUXEMBOURG/AMSTERDAM, 9 September 2016 - SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it will broadcast three demonstrations of Ultra HD (UHD) with High Dynamic Range (HDR) at IBC 2016 in Amsterdam.

One demonstration will broadcast the UHD HDR test channel with content produced by LG Electronics that was launched in May during SES's annual Industry Days. This channel will be showcased on a 65 inch LGE OLED flat screen and will be encoded in the Hybrid Log Gamma (HLG) format, a backwards compatible HDR technology developed by BBC and NHK.

The second demonstration will showcase two sets of UHD content in HDR, produced by Samsung and SES respectively. The content will be displayed on a 75 inch Samsung Quantum dot SUHD TV and will also use the HLG format.

A third UHD demonstration will show the Technicolor/Philips backwards compatible HDR technology on a 65 inch LGE OLED flat screen, and will be connected to a Technicolor set-top-box.

Thomas Wrede, VP Reception Systems at SES, commented, "By offering a wider range of brightness and darkness on the screen, HDR is the next step for Ultra HD. Working with major industry players is crucial to continue refining new TV developments and bringing a higher level of viewing experience to consumer homes."

In addition, SES has produced a new demo reel which portrays the stunning picture quality of Ultra HD delivered via satellite and showcases how this new technology makes the viewing experience even more immersive. The video content will be added to SES's Ultra HD demonstration channels, available at 19.2 degrees East, 28.2 degrees East, 23.5 degrees East, 31.5 degrees East and 5 degrees East.

More information on how to receive the demo channels is available here:
<http://www.ses.com/ultra-hd>

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About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) is the world-leading satellite operator with a fleet of more than 50 geostationary satellites. Focusing on value-added, end-to-end solutions in four key market verticals (video, enterprise, mobility and government), SES provides satellite communications services to broadcasters, content and internet service providers, and mobile and fixed network operators, as well as 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's subsidiary, MX1, is one of the leading media service providers and offers a full suite of innovative digital video and media services.

Through its ownership of O3b Networks, a next generation satellite network combining the reach of satellite with the speed of fibre, SES significantly enhanced existing video and data capabilities. SES is the first satellite provider in the world to deliver a differentiated and entirely scalable GEO-MEO offer with powerful technical capabilities across numerous market segments and geographies.

At SES we are shaping new ecosystems and laying the groundwork for new foundations.

Further information available at: www.ses.com