

Eutelsat extends Ultra HD reach to Asia with the first 4k TV channel introduction with ST Teleport

Consumer Ultra HD showcase using Samsung 65-inch panel at Eutelsat stand at CommunicAsia 2014

Paris, Singapore, 13 June 2014 – Extending its expertise in Ultra HD to Asia, Eutelsat Communications (NYSE Euronext Paris: ETL), working in partnership with ST Teleport, one of Asia's leading full-service satellite, fibre and IP communications solutions providers, will be introducing its 4k TV channel on the EUTELSAT 70B satellite that reaches across Southeast Asia and Australia.

The content displayed by Eutelsat's new 4k channel is encoded in HEVC by ATEME and Thomson Video Networks at 50 frames per second with 10-bit colour depth (one billion colours – HEVC Main 10 profile). It will be displayed on the Eutelsat stand at CommunicAsia 2014 using a Samsung 65 inch panel (UE65HU7500) and can be received directly by the latest consumer 4k TV panels equipped with DVB-S2 demodulators and HEVC decoders.

The 4k TV channel is broadcasting a growing library of documentary, cultural and sports content filmed by television channels, production companies and Eutelsat to showcase the stunning viewing experience of Ultra HD.

Following the launch by Eutelsat of the world's first demo 4k channel in January 2013 and its inauguration in Europe last month of the first HEVC channel, this new initiative underscores Eutelsat's objective to share and expand its Ultra HD knowledge base with leading industry experts in the key regions shaping the broadcast sector.

Markus Fritz, Director of Marketing and Commercial Development at Eutelsat, said: *“The remarkable technology progress of the last 18 months is creating a favourable economic environment for the commercial launch of Ultra HD that is poised to propel broadcasting into a new era. We are delighted to partner with ST Teleport to demonstrate to Asia's broadcast community the newest phase of 4k TV development.”*

"Bringing high-performing and innovative solutions that our customers need has been a key criteria in our service offerings. ST Teleport is pleased to work with Eutelsat to bring this new Ultra HD service to customers in Singapore and the Asian region. Combining ST Teleport's deep earth station expertise and Eutelsat's technologically superior product, companies in the broadcasting chain will now be able to offer a far more immersive experience to their customers," said Joseph Chan, Managing Director at ST Teleport.

Join us at CommunicAsia 2014 in the Marina Bay Sands Convention from June 17 to 20

Eutelsat: Stand n° 1U3-01

Reception parameters	
EUTELSAT 70B (70° East)	Polarisation : Horizontal
Downlink frequency: 11 099.65 MHz	Symbol rate: 17.241 Mbaud

ST Teleport: Stand at IP4-01

About Eutelsat Communications

Established in 1977, Eutelsat Communications (NYSE Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 37 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit www.eutelsat.com

About ST Teleport

ST Teleport is Asia's leading full-service satellite, fibre and IP communications solutions provider that connects businesses seamlessly and reliably through a diverse network of major satellite systems, terrestrial network infrastructure and Internet exchanges. ST Teleport has capabilities to provide fully managed, end-to-end media/data delivery solutions. Its customers include government and defence, broadcast, energy, maritime, ISP, telecommunications companies, and Fortune 1000 enterprises. For more information on ST Teleport, please visit www.stteleport.com.

Contacts:

Eutelsat

■ Press

Vanessa O'Connor	Tel: + 33 1 53 98 37 91	voconnor@eutelsat.com
Frédérique Gautier	Tel: + 33 1 53 98 37 91	fgautier@eutelsat.com
Marie-Sophie Ecuer	Tel: + 33 1 53 98 37 91	mecuer@eutelsat.com

■ Investors and analysts

Leonard Wapler	Tel. : +33 1 53 98 35 30	lwapler@eutelsat.com
Cédric Pugni	Tel. : +33 1 53 98 35 30	cpugni@eutelsat.com

ST Teleport

Press

Cheryl Ng	Tel: +65 9107 6904	cheryl_ng@sttelemedia.com
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