Eutelsat and Cisco demonstrate "Cloud video over satellite" using "smartLNB" technology at IBC

Amsterdam, Paris, 13 September 2014 - Eutelsat Communications (Euronext Paris: ETL) and Cisco are unveiling the integration ETL of Cisco Videoscape and Eutelsat's "smartLNB" technology at this year's IBC exhibition. The two companies are combining their expertise for a demonstration of live IP streaming and Push Video On Demand (VOD) services accessed through an easy-to-navigate user interface that can offer broadcasters the most advanced turnkey solution for connected TV services.

The integration of Cisco Videoscape, including MediaHighway® set-top box software, VideoGuard conditional access and a Cisco user interface with Eutelsat's "smart LNB" technology enables subscribers to easily navigate their way through a multi-dimensional programme guide incorporating high-quality live and recorded content. It delivers a unique experience that connects subscribers to broadcaster services, increasing customer choice and loyalty.

The demo at IBC shows how the combination of the "smart LNB" and Cisco's set-top box embedding Cisco Videoscape technology lights up the possibility of Connected TV in both mature and developing markets from today.

Eutelsat's "smart LNB" is a low-cost device that bundles DTH reception of TV channels with a narrowband satellite return channel for short transmissions of IP packets. As such, it opens the door for broadcasters to operate their own ecosystem of linear television and connected TV services directly by satellite.

Cisco Videoscape is a cloud video platform, developed to enable a new generation of compelling, differentiated video experiences. It responds to user expectation for video experiences on multiple screens and empowers service providers and media companies to rapidly create and connect new synchronised, personalised, and intuitive multiscreen experiences.

The live IP streaming service provides a secure multiscreen experience to users who can access content on any connected device. Push VOD enables secure delivery of

subscription-based VOD services with large-scale catalogues at a transmission cost that is independent of the number of subscribers. Using the IP connectivity afforded by the "smart LNB", other value added services can be offered including real-time audience measurement, customer intelligence, advanced customer support and home automation.

Visit Eutelsat at IBC from 12 – 16 September

Hall 1 – Stand D59

For more about Eutelsat please visit www.eutelsat.com

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