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IFA 2013: Eutelsat and Samsung partner on world first Ultra HD satellite broadcast direct to Ultra HD TVs

Berlin, London, Paris, 5 September 2013 – Eutelsat Communications (Euronext Paris: ETL) and Samsung Electronics are combining their industry-leading expertise at the IFA show in Berlin for a world first demonstration of a consumer-ready Ultra HD satellite broadcast on a Samsung UHD TV.

The two companies will display a DVB-S2 Ultra HD signal transmitted by satellite and received directly on a commercially available UHD TV. The showcase will be demonstrated during IFA'13 at Samsung's booth in Hall 20 and also at the joint booth of ANGA/DVB in Hall 11 (September 6 – 11).

The Ultra HD broadcasts will be delivered using the EUTELSAT 10A satellite that hosts Europe's first dedicated Ultra HD channel. Samsung will display the immersive images on the first future-proof UHD TV with integrated Ultra HD reception and decoding capability.

Michael Zoeller, Senior Director, European Sales and Marketing in Samsung, said: "UHD is the future of TV, and the technology is now commercially viable with regards to affordability of products and processing power. With this world first UHD channel broadcasting direct to a consumer TV via satellite, Samsung is once again reinforcing its technical leadership in UHD displays. UHD broadcasting standards are expected to be finalized soon and our products are future-proof thanks to the Evolution Kit that supports current and future transmission standards."

Markus Fritz, Director of Commercial Development and Marketing at Eutelsat, added: "This showcase underscores the full compatibility of our satellites with the most advanced and sophisticated broadcasting services. Having launched the first demonstrations of Ultra HD in January, we are delighted to take the most exciting development in TV to a new level with Samsung. As a core broadcasting infrastructure for the direct delivery of Ultra HD content to consumer TV sets, we are proud to demonstrate once again Eutelsat's pioneering role in driving innovative TV broadcasting technologies for the broadcast industry."

About Eutelsat Communications

With capacity commercialised on 32 satellites delivering reach of Europe, the Middle East, Africa, Asia, significant parts of the Americas and the Asia-Pacific, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading satellite operators. As of 30 June 2013, Eutelsat's satellites were broadcasting more than 4,600 television channels to over 200 million cable and satellite homes in Europe, the Middle East and Africa. The Group's satellites also provide a wide range of services for TV contribution, corporate networks and fixed and mobile broadband markets. Headquartered in Paris, Eutelsat and its subsidiaries employ over 780 commercial, technical and operational professionals from 30 countries. www.eutelsat.com

For further information

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About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales exceeding KRW 201 trillion. To discover more, please visit www.samsung.com.