

IBC 2013: Eutelsat and Samsung announce a partnership to promote Ultra HD

Consumer electronics leader and pioneer Ultra HD satellite operator combine their skills for Ultra HD promotion

Amsterdam, London, Paris, 13 September 2013 – Eutelsat Communications (Euronext Paris: ETL) and Samsung Electronics today announced an agreement to combine their industry-leading expertise to partner on the promotion of Ultra HD. The two companies have launched a dedicated Ultra HD satellite channel that can be received directly by Samsung's latest Ultra HD TVs with embedded satellite receivers and incorporating the Samsung Evolution Kit which enables support of current and future transmission standards.

The Ultra HD channel has been launched on the EUTELSAT 10A satellite that provides full European coverage, enabling Samsung to reach exhibitions, industry shows, point-of-sale outlets and other promotional venues for demonstration on its expanding range of Ultra HD consumer displays. With over eight million pixels, four times the resolution of today's Full HD displays, Ultra HD enables viewers to sit closer to the screen and benefit from a much higher immersion. This enhanced viewing experience is demonstrated using Ultra HD content which has been specially produced by Samsung and Eutelsat to showcase the benefits of this new technology.

"Ultra HD is the future of television because, not only offers a superior user experience but also creates exciting new opportunities for the whole TV industry. The Ultra HD technology is now a commercial viability and we hope that our collaboration with Eutelsat will become the tipping point for a wider cooperation across the industry for the acceleration of the standardisation and deployment of Ultra HD TV services," said Vassilis Seferidis, Director, European Business Development of Samsung Electronics.

Jean-François Leprince-Ringuet, Eutelsat's Chief Commercial Officer, added: *"Having launched Europe's first demonstration broadcasts of Ultra HD in January this year, we are delighted to partner with Samsung on building a reliable and efficient end-to-end 4k distribution chain. The insight and experience we are gaining of Ultra HD is constantly strengthening our capability to respond to broadcasters, pay-TV operators and service providers who are preparing to introduce consumers to a viewing experience that is literally out of this world."*

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.