

Eutelsat's "smart LNB" scoops EUsatcom Innovation Award

Paris, 17 September 2013 - The "smart LNB" developed by Eutelsat Communications (Euronext Paris: ETL) and presented for the first time at the IBC show in Amsterdam, has won The EUsatcom Innovation Award 2013 that honours innovative satellite communication projects in Europe and the complex interdisciplinary teamwork mobilised to deliver them.

Endorsed by the SSPI (Society of Satellite Professionals International) the Awards recognise the fact that the satellite industry has entered an IP-based era that brings new ways of co-creation for systems and solutions to meet customers' global demands.

The "smart LNB" for a new satellite broadcasting ecosystem

Shown live for the first time at IBC, the "smart LNB" is a new-generation electronic feed connected to an antenna with an embedded transmitter to provide services such as HbbTV, pay-per-view, social networking, live show participation, personal subscription management and audience measurement. It opens the door for broadcasters to operate their own ecosystem of linear television and connected TV services directly by satellite.

Speaking at the Awards, Antonio Arcidiacono, Eutelsat Director of Innovation, said: "This Award is a resounding endorsement of Eutelsat's commitment to innovation that broadens the scope and competitiveness of satellite services. This first recognition of the "smart LNB" and the enthusiastic response by broadcasting professionals during IBC confirms we are on the right track and encourages us to pursue innovation that adds value for customers."

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.
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