



## Press release

### SES unveils IP-based in-home distribution of satellite TV signals

Luxembourg, April 27, 2012 -- SES (Euronext Paris and Luxembourg Stock Exchange: SESG), together with leading industry partners, announced the introduction of SAT-IP, a new IP-based satellite reception technology that demodulates and converts satellite signals to IP for further in-home distribution to any IP-enabled device.

Unveiled at the annual SES Industry Days, the SAT-IP communications protocol is established as a new standard for satellite in-home distribution. A live demo of SAT-IP multiswitches showing the distribution of satellite programmes over various IP-based infrastructures (CAT5 Ethernet, Power Line, Plastic Optical Fibre and WiFi) was presented to more than 200 industry experts from consumer electronics manufacturers to broadcast platform operators at the two-day conference.

In a SAT-IP environment, IP-enabled devices such as tablets, PCs, laptops, smartphones, Connected TVs, game consoles and media players will be able to receive satellite programming. This means that consumers will be able to enjoy the benefits of watching TV programmes on different devices and screens. With SAT-IP, large varieties of satellite offers including the most important lineup of HD channels will be accessible for consumers on IP-enabled devices in highest and original satellite picture quality and without using internet connectivity. SAT-IP will become an official standard which is open to all manufacturers and allows them to develop a neutral environment of multiple devices. Current prototypes already allow for the reception of up to eight programmes on eight different screen devices at home.

Thomas Wrede, Vice President Reception Systems, said: "SAT-IP is a quantum leap for the industry and the TV viewers and shows SES' role in pioneering technological developments in the media and TV industry. We see how consumers are increasingly complementing their TV viewing experience with alternative devices. With SAT-IP, we put ourselves at the top of the trend and ensure that viewers can watch satellite TV potentially on any IP-based device at home and with an unrivalled flexibility when they move around. Our new way of connecting devices will allow millions of consumers to enjoy satellite TV on multiple screens with the highest convenience and quality. With SAT-IP, we also give an important impulse to the industry, creating an open standard that allows manufacturers to realise innovative distribution solutions."

The first SAT-IP based products are scheduled to be available later this year.

The renowned SES Industry Days, currently in its fifth year, is a platform for the industry to come together and share and develop new ideas. The event offers opportunities for industry leaders from all around the world to shape the next generation of technologies for satellite reception and distribution.



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### **About SES**

SES is a world-leading satellite operator with a fleet of 50 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: [www.ses.com](http://www.ses.com).