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IBC 2016: Eutelsat bolsters video competence through partnership with V-Nova, a leader in compression technologies



2016

V-Nova's ground-breaking compression technology facilitates broadcaster transition to HD and Ultra HD for a richer viewing experience

Amsterdam, London, Paris, 9 September 2016 – Eutelsat Communications (NYSE Euronext Paris: ETL), one of the world's leading satellite operators, announces it is taking a minority stake in V-Nova, a London-based expert in advanced video compression technology. Eutelsat and V-Nova also plan to enter into a commercial partnership focused on satellite video transmission markets, where Eutelsat will exclusively distribute V-Nova's PERSEUS-powered compression solutions in jointly defined offers for pre-agreed markets.

Towards higher quality video services

The collaboration with V-Nova reflects Eutelsat's commitment to support broadcasters and TV platforms as they transition to High Definition and Ultra High Definition in order to offer consumers an enriched and more immersive viewing experience.

The cornerstone of V-Nova's offerings is PERSEUS, a video compression solution that delivers significant performance improvements in terms of picture quality, processing speed, latency and power consumption, and is compatible with legacy and new hardware. Eutelsat leveraged V-Nova's PERSEUS solution to deliver live 4K lossless contribution of major matches during the UEFA Euro 2016 Championship in June and July this year. Combining PERSEUS with end-to-end satellite video transmission further strengthens the unique competitive advantage of satellite as the platform offering the highest image quality at reasonable costs.

Partnering for innovation in the video ecosystem

Julien Seligmann, Eutelsat Executive Vice President Global Video Services: *"In partnering with V-Nova we are adding to our competence in the broadcasting chain and, specifically, we are increasing our technology advance by enriching the end-user experience for client broadcasters. As the video landscape enters an era marked by exceptional signal quality and exponential traffic growth, our investment in and partnership with V-Nova equip us to provide cost-effective and innovative solutions to media companies who rate quality as a key differentiator."*

Guido Meardi, CEO and co-founder of V-Nova: *“18 months after launch, we are excited by the prospects of our strategic partnership with a major industry player like Eutelsat. The rapid transformation of the industry to HD for all, UHD, HDR and 360/VR immersive video services can only be supported by the combination of best-in-class video processing and Tier-1 data connectivity. A PERSEUS-powered Eutelsat platform is perfectly placed to support operators and service providers in this inevitable transition.”*

For more on Eutelsat and V-Nova during the UEFA Euro 2016 championship:
<https://youtu.be/vdRe2DLss9o>

Where to meet Eutelsat at IBC, from September 9 to 13: Hall 1D.59

V-Nova: 14.K17



V-NOVA

About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 39 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies.

Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East,

Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location.

Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 37 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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