



PRESS RELEASE

Next Generation UHD TV on Display at CommunicAsia 2016

MEASAT, ATEME, BBright, MStar and Newtec to deliver High Dynamic Range (HDR) UHD TV over satellite – the future of Ultra High Definition

Kuala Lumpur, 30 May 2016 – MEASAT Global Bhd (“MEASAT”), ATEME, BBright, MStar Semiconductor and Newtec announced today a live-over-satellite demonstration of Ultra High Definition (“UHD”) with High Dynamic Range (“HDR”). The pioneering showcase, on display at the MEASAT’s booth, 1T3-01, CommunicAsia 2016 from 31 May to 3 June, will provide viewers with an up-close view of next-generation UHD TV.

HDR dramatically improves picture quality with a wider range of richer colours, brighter whites and deeper darker blacks, giving the picture a more exciting ‘dynamic’ look.

“MEASAT, and our technical partners, are on the cutting-edge of broadcast distribution technology,” said Yau Chyong Lim, Chief Commercial Officer, MEASAT. “Customers interested in distributing UHD HDR are now assured of a viable distribution model via satellite with the expertise of MEASAT and our technical partners,” Yau added.

The demonstration will be HEVC-encoded at 50fps with 10-bit colour depth broadcasted with DVB-S2X at 25 Mbps. The feed is delivered via the MEASAT-3a satellite located at the 91.5°E orbital slot.

“ATEME is pleased to support this innovative live UHD-HDR demonstration over satellite with its TITAN solutions”, said Rémi Beaudouin, Vice President of Marketing, ATEME. “TITAN Live is a pure-software encoder-transcoder that supports resolutions from mobile devices to 4K with the highest video quality at minimum bitrate. It also supports all HDR flavours with the recent integration of HDR10, HLG, Technicolor, and Dolby Vision technologies.”

“HDR offers a significant visual advantage in perceived user experience for UHD TV, and BBright’s production playout solutions are now ready to deliver the best UHD HDR content in 24/7 operations. This technical achievement between several technical ecosystem partners and MEASAT demonstrates that linear UHD channels are now more attractive than ever and ready to be widely adopted for satellite delivery to consumer homes,” said Guillaume Arthuis, Chief Executive Officer, BBright.

“MStar is excited to be part of this innovative technical demonstration” said Dennis Lai, Sales Vice President, MStar. “The successful live broadcast of HEVC 4K HDR content over satellite affirms MStar as the leader in Application Specific IC (ASIC) used in the latest STB. Our products are compatible, stable and able to meet our partner’s business goal as we are able to produce 4K HDR receivers at a much lower cost”.

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“As a real-life application of UHD with HDR, this will be a must-see demo. It shows that satellite networks are ready for this new broadcasting format while we also have the equipment available to enable the service. DVB-S2X channel bonding and Wideband HTS transponder support are key enablers of large scale 4K UHD deployments. The refresh of DTH set-top boxes required for 4K HDR reception allows integration of DVB-S2X SoC which are available on the market today.” said Hans Massart, Broadcast Market Director, Newtec.

MEASAT is the region’s leading distributor of high end linear video channels, having launched the region’s first linear HD channel in 2007 and the region’s first UHD channel in 2015. With three collocated satellites, powerful wide-coverage beams and connectivity to regional headends and Pay TV operators, 91.5°E is the preferred choice for Asian video services.

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About ATEME

ATEME (PARIS: ATEME), Transforming Video Delivery. ATEME is a global leader in HEVC, H.264, MPEG-2 video compression solutions for broadcast, cable, DTH, IPTV and OTT. More information is available at www.ateme.com.

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About BBright

BBright brings visionary solutions and products to the professional video industry. BBright is focusing on rapid market transitions around 4K/UHD, HEVC, multiscreen and content delinearization. BBright develops high-end 4K and HEVC technologies including broadcast appliances such as playout servers and transcoders for the video ecosystem. The company is privately held and was founded in September 2013 in Rennes, France. www.bbright.com

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About MEASAT Global

The MEASAT group is a premium supplier of services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides satellite services to over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD/HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit www.measat.com.

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About MStar Semiconductor, Inc

MStar Semiconductor, Inc. (“MStar”) is a world-class leader in Application Specific ICs (“ASIC”) with a focus on consumer electronic products and communication applications. Since the inception in 2002, MStar has established a strong brand and leadership position in LCD controller, analog and digital TV and set-top box by fully leveraging its core expertise of cutting-edge design capabilities, continuous innovation and premier customer-focused services. Headquartered in Taiwan, MStar has a comprehensive global footprint of international R&D and customer support centers to provide a full range of total solutions for various consumer electronic applications. For more information, please visit www.mstarsemi.com

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About Newtec

Newtec, www.newtec.eu, is specialized in designing, developing and manufacturing equipment and technologies for satellite communications. As a pioneer in the industry, Newtec is dedicated to creating new possibilities for the broadcast, consumer and enterprise VSAT, government and defense, cellular backhaul and trunking and mobility, offshore and maritime markets. Our products and technologies can be applied in a wide range of single and multiservice applications from DTH broadcasting, video contribution and distribution and disaster recovery and backbones for cellular backhauling, to small and medium enterprises, SCADA and oil and gas networks, aircrafts and vessels.

Since 1985, our dedicated team of specialists has set industry standards with the most efficient, scalable and economical technology solutions. New challenges and customer needs offer opportunities to explore new boundaries. This empowers us to work even harder, helping customers to perform their best so that, together, we can make the world a safer, more informed and connected place. As a result, more than 3 billion people watch TV every day thanks to Newtec technology.

Newtec is a European company founded in 1985. Through commercial offices in Sint-Niklaas (Belgium), Dubai (UAE), Singapore, Beijing (China), Sao Paulo (Brazil) and Stamford, CT (USA) as well as an extensive network of over 100 certified partners, Newtec can meet customer’s needs worldwide.

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