

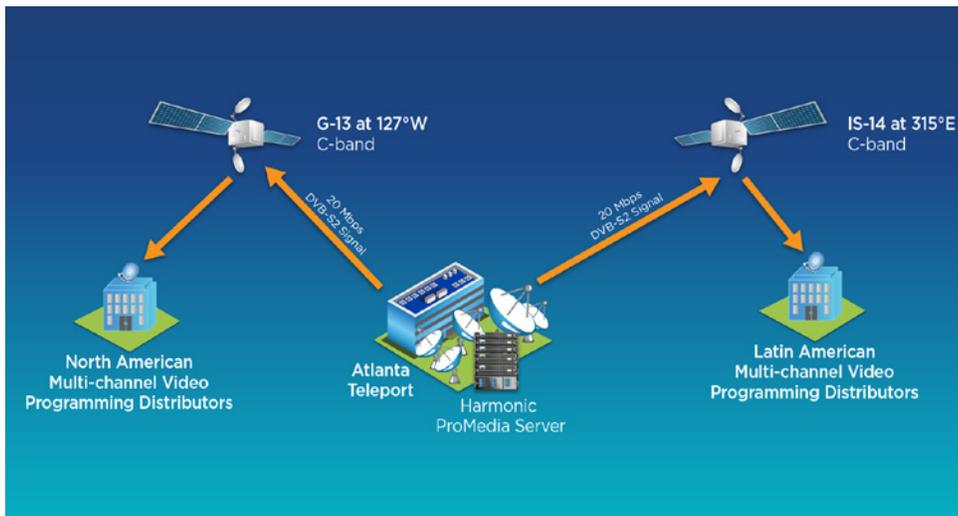
Test 4K UHD TV End-to-End Content Delivery with the Intelsat and Harmonic Demo Channel



As 4K Ultra High Definition (UHD) gets closer to becoming mainstream, there is an increased likelihood both UHD and High Dynamic Range (HDR) technologies will be combined to provide an optimal immersive viewing experience to TV consumers. Intelsat and Harmonic partnered to create the HVN Intelsat UHD channel to showcase and facilitate the introduction of compelling UHD and HDR content. The partnership provides an ecosystem platform for content companies and multichannel video programming distributors (MVPDs) in the Americas to test their content, equipment and workflows for UHD TV distribution and HDR as it becomes available.

Using end-to-end UHD video processing from Harmonic, Intelsat will transmit live, linear 2160p60 (HEVC Main 10 profile) video content via C-band on Galaxy 13 to North America and on Intelsat 14 to Latin America. Both satellites are highly penetrated cable neighborhoods in their respective markets. At the heart of Intelsat's UHD workflow is Harmonic's Electra X3 media processor, an end-to-end video processing system that enables satellite operators to cost-effectively deliver higher quality video, and quickly bring new UHD and HDR services to the marketplace. Electra X3 is powered by the Harmonic PURE Compression Engine, an advanced encoding technology that supports resolutions of up to 2160p60, leveraging the HEVC Main 10 codec. With the Electra X3 processor, Intelsat can deliver superior video quality while using a minimum amount of bandwidth.

Leveraging Intelsat's satellite and terrestrial globalized network with Harmonic's cutting edge video delivery technology, media programmers and MVPDs in the Americas can access an ideal testing environment for further advancing the end-to-end delivery of UHD content to their consumers.



BENEFITS

- Transmitting to the North American market via Galaxy 13 at 127°W, which reaches 98% of US cable subscribers
- Available to the Latin America market via Intelsat 14 at 315°East, a premier cable distribution neighborhood
- Test premium UHD content, distribution workflows, hardware and software
- Deliver superior video quality using minimum bandwidth

