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## THAICOM strengthens its leading role in broadcasting business in Thailand at THAIBEX 2013

### Introducing new broadcasting applications

Bangkok: THAICOM PLC, Asian leading satellite operator led by Mr. Ekachai Phakdurong, Vice President-Corporate Affairs, (second right) together with its executives welcomed MCOT executive vice-president at THAICOM Booth. THAICOM introduced for the first time a new and advanced broadcasting technologies including: 1) "Hybrid Digital Terrestrial, Satellite TV and IP" to meet the needs of viewers to get TV programs in different devices in one box; 2) H265, a new digital compression system, to serve a better quality with the same number of bandwidth utilization; 3) "Multi-Screen" an integrated solutions from THAICOM, which allows broadcasters to offer their programs across many devices; and 4) Introducing a new satellite, THAICOM 6, which will be launched this year maintaining its THAICOM's hot bird position in the region.

Photo description: Mr. Ken Struttker, Assistant Vice President of THAICOM (right) and, Ms. Thitipa Lucksanapisuth, Assistant Vice President-Corporate Communication of THAICOM (Left), Mr. Sura Gaintanaslip, Executive Vice President of MCOT (third right) and, Mr. Polchai Vinijchaikul,

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## Photo Release

Senior Vice President Office of Human Resources of MCOT (second left) on the opening ceremony day of THAIBEX 2013 on July 25, 2013 at THAICOM Booth, Plenary Hall, Queen Sirikit National Convention Center.

### **About THAICOM**

THAICOM Plc., an Asia's leading satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband under the international standard service. The Company houses many high profiled engineering team to provide leading-edge innovative solutions on telecommunication and satellite that answer every need with a full spectrum of services. Until now, THAICOM has launched five satellites into the orbit; and two satellites are in operations. THAICOM 5 is a "Hot bird" broadcasting satellite for Thailand and SE Asia, boarding more than 470 TV channels, coverage over Thailand and SE Asia. THAICOM-4(IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. The Company will launch THAICOM-6 in 2013 providing additional capacity to strengthen THAICOM's "Hot bird" position, and will also serve the African market under the name "Aficom-1". THAICOM-7 will be launched in 2014 to expand THAICOM's service capacities and coverage in the regions.

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