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THAICOM Introduced New Digital Broadcasting Solutions Strengthen its Leadership in broadcasting

Recently, THAICOM Public Company Limited, **an Asian satellite operator**, led by **Suphajee Suthumpun, Chairman of the Executive Committee and CEO**, had created new experiences by bringing it valued customers who are the leaders in broadcasting industry, telecommunication and radio and television to the seminar to enhance the relationship among THAICOM customers, and to introduce new broadcasting trend and technologies. The highlight on the seminar was a panel discussion, which the Company had invited panelists in broadcasting industry to share their points of view on the topic of Telecom and Broadcast Convergence. These included **Assist. Prof. Thawatchai Jittrapanun, Ph.D.** (second from left), **commissioner of NBTC**, **Dr. Kamthon Waithayakul** (far left), **Senior Executive Vice President – Senior Advisory Committee of TOT**, **Mr. Sura Kentanasil** (second from right), **Former Executive Vice President of MCOT**, and **Mr. Bavornthut Unwattana** (far right), **Chief of New Media Business of Kantana Group**. Besides the panel discussion, THAICOM also provided an exclusive presentation on Satellite Technologies' Trend and Applications as well as the demonstration of digital broadcasting technologies including such as HDTV and Hi-res Audio, Multi-screen Technology and Second Screen Technology for customers at Pullman Pattaya G Hotel.

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

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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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