

Thaicom gets ready for Digital Terrestrial HD channels broadcasting

Nonthaburi, 3 July 2014:- Thaicom PLC is ready to start broadcasting the high definition (HD) channels of the Digital Terrestrial (DTT) TV, as part of Thailand's television platforms analogue-to-digital transition. Viewers will be able to enjoy the high quality HD broadcasts of DTT-HD channels through THAICOM satellite network nationwide.

Suphajeer Suthumpun, Chairman of the Executive Committee and CEO, Thaicom Public Company Limited revealed that, *"Thaicom, Thailand's satellite broadcasting service provider, has been preparing for the launch of HD services for DTT channels via Thaicom's satellite network. This service will complement Thailand's DTT broadcasts, as viewers will be able to view these DTT channels at HD quality through our satellite network in addition to the present standard definition channels already carried on our system."*

Thaicom will start the first phase of broadcasting the HD channels for DTT in July of this year on C-band. Broadcasts of the HD signal on the Ku-band will be provided in the next phase of the roll-out. The Company is now working with prospect DTT channels to commence the services.

With HD-enabled "DBV-S2-HD" set-top boxes, viewers will be able to enjoy the high picture quality of the HD channels of DTT in addition to the hundreds of other Satellite TV channels already available on THAICOM satellite platform.

"The transition from analogue TV to digital is an important step for Thailand's broadcasting industry. The emergence of DTT will bring new quality TV programs to all viewers in addition to satellite TV channels. Thaicom is committed to enhancing the audience's viewing pleasure and aims to ensure viewers' convenience and satisfaction," Suphajeer said.

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About Thaicom

Thaicom Public Company Limited, a leading Asian satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband. The Company houses high profiled engineering teams 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 six satellites into the orbit; three satellites are in operations. Thaicom 5 and Thaicom 6 are a "Hot Bird" broadcasting satellite for Thailand and SE Asia, boarding more than 600 TV channels, coverage over Thailand, SE Asia and Africa (by the name "Africom-1"). Thaicom 4 (IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. With the unique performance and technology of Thaicom 4, the Company has provided its solutions to many countries in the region to enable the broadband connectivity everywhere, also to recover communication networks at the time of disasters.

In 2014, THAICOM 7 will be launched in addition to existing satellite while THAICOM 8 has been under the production process which will finally also be launched to the "Hot Bird", 78.5 degrees EAST around the first half of 2016. The new bird will increase more transponders that serve the countries in Asia and Africa.

Thaicom PLC is listed on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

About THAICOM 7

THAICOM 7 is now under construction by Orbital Sciences Corporation of U.S.A. There are 14 C-Band transponders in total, covering South Asia, Southeast Asia, Australia and New Zealand. THAICOM 7 will be launched into the 120 degrees East around mid-2014 conveyed by Space Exploration Technologies Corporation (SPACE X)'s Falcon 9 of USA. This will create the economic opportunity of Thailand and expand the competency of the company to provide telecommunication services as well as respond to the customer demand within the servicing area.

About THAICOM 8

THAICOM 8 will have a total of 24 Ku-Band transponders, covering Thailand, South Asia and Africa. THAICOM 8 will serve customers' needs for increased Ku-band capacity and also strengthen THAICOM's Hot Bird platform at 78.5 Degrees East. Orbital Sciences Corporation will be the manufacturer of the satellite and Space Exploration Technologies Corporation (SPACE X) will be the launcher of the satellite.

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