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4K-UHD short film contest winners: Thaicom PLC led by **Mr. Teerayuth Boonchote, acting Chief Technical Officer** (third chair from left), **Mr. Supachai Chanya-sawad, Regional Product Marketing Manager of Panasonic System Solutions Asia Pacific** (fourth chair from left), and **Mr. Prapon Sirisomboon, Deputy Managing Director of Kantana Post Production (Thailand) Co., Ltd.** (second chair from left) present awards to winners of the recent 4K-UHD short film contest for Thai university students on the theme "Beautiful THAILAND". The top prize of 50,000 baht in cash and a Panasonic Lumix G DMC-GH4 4K camera was awarded to "Dream film Production" team from Dhurakij Pundit University. The first runners-up, "Duplication" team from Rajamangala University of Technology Thanyaburi and "331" team from Srinakharinwirot University, each received 10,000 baht in cash and a Panasonic Lumix DMC-FZ-1000 camera. The second runners-up, "Cerberus" team from Bangkok University and "Mini Project" team from Dhurakij Pundit University, each received 10,000 baht in cash. The awards ceremony was recently held at Kantana Post Production.

High-resolution broadcasting in 4K-UHD is gaining popularity and quickly becoming the new global standard in digital broadcasting. It is important to support this change by encouraging Thai people to use new technological innovations from the very beginning in order to prepare for the age of high-resolution broadcasting and keep the Thai broadcasting and film industries at the top of their game. Thaicom PLC, Panasonic System Solutions Asia Pacific and Kantana Post Production Ltd. jointly hosted this 4K-UHD short film contest, the

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first of its kind in Thailand, to provide an opportunity for Thai youth to improve their film production skills using 4K-UHD technology.

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Thaicom and Sustainable Development

Thaicom PLC strives for strong sustainable development, combining business acumen with cutting-edge technology, strong satellite signal, and expert personnel to create shared value and grow in partnership with all stakeholders. Beyond governing and operating its business effectively and transparently, Thaicom also supports sustainable societies through efforts channeled towards two key missions. First, Thaicom provides **education support for children and young adults**, strengthening Thailand by strengthening education and delivering access to distance learning in remote areas via satellite. Thaicom also supports **community development and disaster recovery** by providing network connectivity and high-quality communications technology. To accomplish these aims, Thaicom works in cooperation with all stakeholder groups through a variety of initiatives. **Satellite Saves Life**, a collaboration with the Thai Red Cross and all three branches of the Royal Thai Armed Forces, facilitates disaster preparedness and response. **Thaicom Mobility** provides Thai military personnel with satellite communications on board the HTMS Krabi. Through the **Thai Kid Thaicom** program, Thaicom donates satellite dishes to rural schools to enable distance education and provides vocational students with dish installation training. The program also supports rehabilitation of drug addicts and convicts at Wiwat Pollamuang School, under the care of the Royal Thai Navy, by providing them with knowledge and career skills that will enable them to return to their communities, maintain upstanding jobs, and contribute to society. Thaicom also aims to inspire the next generation by creating opportunities for interactive space and science education, sponsoring a number of projects, including the **world-class exhibition "NASA – A Human Adventure"**.

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