



# BROADCASTING NEW DIMENSIONS

EUTELSAT IS AT THE TECHNOLOGICAL FOREFRONT OF HELPING MAKE 3D A REALITY AS THE NEXT REVOLUTION IN BROADCASTING GATHERS PACE

Throughout Europe, momentum is growing for The Next Big Thing in the entertainment industry, namely 3D. Content creators, broadcasters, encoding specialists, and manufacturers are actively developing 3D solutions and earlier this year, Eutelsat launched a 3D demonstration channel on EURO-BIRD™ 9A to showcase 3D content in the home. To run the channel, Eutelsat uses standard encoding techniques incorporating MPEG-4 and traditional satellite modulation technology to multiplex two streams, one filmed from the left

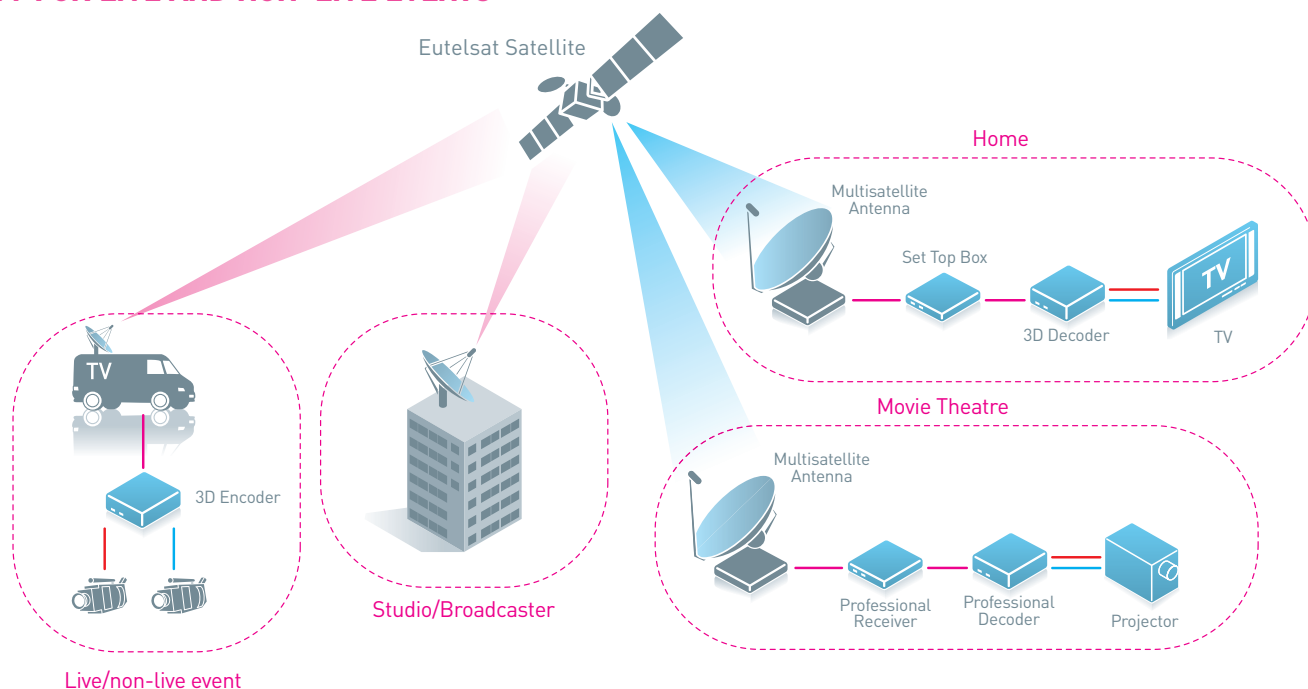
and the other from the right, replicating the view of the left and right eye. The combined signal is transmitted via an 8 Mb/s satellite stream to a consumer HDTV set-top box, and received by the 3D stereoscopic TV monitor which has a decoder integrated.

Whilst enhancing the viewing experience, 3D opens up many exciting new opportunities for broadcasters, pay-TV operators, as well as for the film industry, which is gradually moving towards

digitisation and which will need satellites as part of the content delivery chain.

Before 3DTV will be available in their living room, however, viewers will be able to discover 3D in public locations, theatres, and cinemas. Viewing of live events or feature films is already a reality today and the studios are showing the way, with 34 feature films set to be released in 3D in 2009 and another 40 scheduled to premiere in 2010.

## 3D TV FOR LIVE AND NON-LIVE EVENTS



**eutelsat**  
communications via satellite



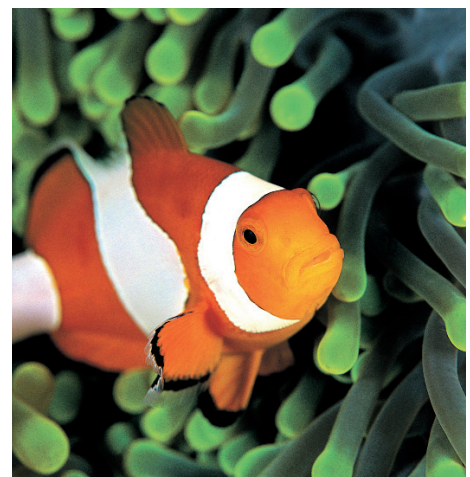
# ABOUT EUTELSAT

With capacity commercialised on 26 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 31 December 2009, Eutelsat's satellites were broadcasting more than 3,400 television channels and close to 1,100 radio stations. More than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 123 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport,

maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 635 employees from 27 countries.

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