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## ERICSSON ADVANCES HD SERVICES FOR THAI TELEVISION VIEWERS

- Refreshes and expands TrueVisions' infrastructure
- Enhanced consumer experience for TrueVisions' subscribers
- Increased capacity for more HD channels

TrueVisions, the largest satellite and cable TV provider in Thailand, has upgraded its existing video compression system with Ericsson (NASDAQ:ERIC), enabling it to offer more high-definition channels and greater quality of service to its subscribers. The upgrade extends the long-standing partnership between TrueVisions and Ericsson in enabling high-quality television services for viewers in Southeast Asia.

Vichai Sernvongsat, CTO, TrueVisions, says: "We have a strong commitment to our viewers to deliver high-quality content from across Thailand and around the world. As part of that, we place a huge amount of importance on picture quality and overall experience. Our long-established partnership with Ericsson left us in no doubt that this upgrade to our existing system would provide the quality and reliability we need to provide more high-definition services to our subscribers. We are pleased to benefit from Ericsson's expertise in delivering market-leading next generation solutions."

TrueVisions selected Ericsson's VPC/ EN8100 MPEG -2 encoding lineup for the technology refresh and VPC/ EN8190 encoder lineup for the expansion of HD MPEG-4 AVC services, gaining more than six extra channels per transponder. Offering major advances in performance and bit-rate reductions, Ericsson's compression solutions enable operators to reduce transmission opex, launch additional new services within existing transmission bandwidths, and to decrease running costs through reduced power and cooling requirements.

Ward Hansford, Head of APAC region, TV Compression Business, Ericsson, says: "We are increasingly moving towards an all-digital, all-HD world. We know from Ericsson's 2012 ConsumerLab report that there is significant demand for high quality – 41 percent of consumers surveyed were willing to pay for high-definition content. As high-definition continues to gain momentum across the Asia Pacific region, we are providing the solutions that enable operators to meet the increasing consumer demand for superior TV experiences and enhanced picture quality. We continue to act as a trusted partner for operators throughout the APAC region with our unique product portfolio that enables HD today and provides seamless expansion in the future."

# NEWS RELEASE

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## NOTES TO EDITORS

[Ericsson EN8100 MPEG-2 SD encoder module](#)

[Ericsson EN8190 MPEG-4 AVC HD encoder module](#)

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://www.ericsson.com/press)

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*Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions.*

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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