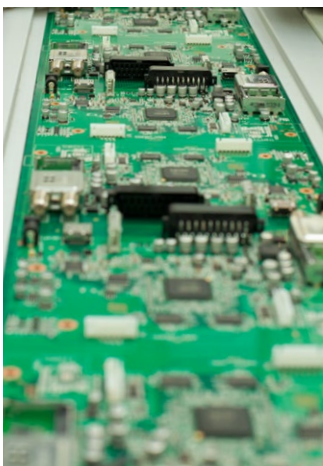




## GS E212 — The New Standard of Television Digitalization in Russia

*Multi-function set-top box GS E212 is the first unit design in the line of receivers under the General Satellite brand that is able to receive both satellite and terrestrial signals.*



GS E212 set-top box is developed by the GS Group specialists with due regard to currently running All-Russian program of TV digitalization within 2008-2019. The ongoing initiatives will result in terrestrial television broadcasting to completely shift to digital television broadcasting. This state-run program won't provide the population with the subscriber receiving equipment.

In the meantime, according to the data by various analytical agencies, more than 60 million people in Russia now view satellite TV channels and use digital set-top boxes, designed to receive only this type of signal (according to J'son & Partners Consulting). To even gain access of regional content of federal TV channels including the first and second multiplexes, as well as regional DVB-T2 format channels, subscribers need to purchase and install additional equipment.

*Multi-function dual-tuner set-top box GS E212, developed by GS Group specially for the leading Russian satellite operator Tricolor TV, is designed to solve this issue.*

### GS E212 KEY BENEFITS

- ▶ Expenditure cut for TV viewers to purchase subscriber equipment;
- ▶ Ensuring regional content viewing for Federal and regional channels in digital format DVB-T2 regardless of terrestrial or satellite signal;
- ▶ Integration of Pay-TV and FTA into one device;
- ▶ Implementation of a new standard of television digitalization within Russia.



## GS E212 KEY FEATURES

The design of the GS E212 set-top box comprises of two independent tuners — satellite and terrestrial. FTA channels are continuously available for viewing regardless of the presence of signal.

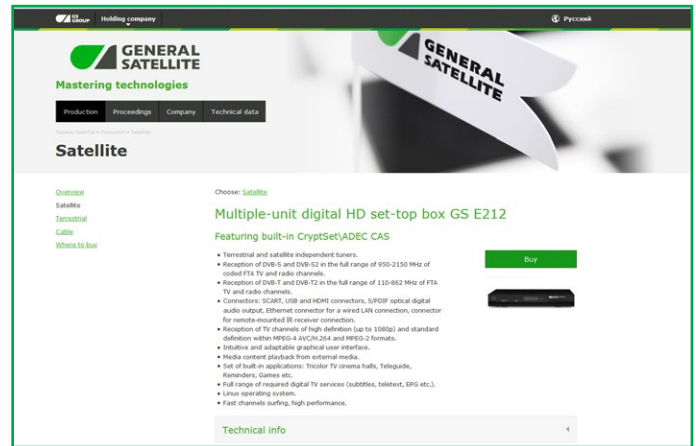
GS E212 provides for the reception of DVB-S and DVB-S2 in the full range of 950-2150 MHz of coded FTA TV and radio channels, as well as DVB-T and DVB-T2 in the full range of 110-862 MHz of FTA TV and radio channels. In particular, receiving HD TV channels (up to 1080p) and SD in formats MPEG-4 AVC/H.264 and MPEG-2.

The GS E212 model is powered by two technological solutions, one being based on the central chip provided by STMicroelectronics, a GS Group partner, and the other being crypto processor GS Lanthanum which is an in-house development of GS Nanotech, a GS Group subsidiary.

Stingray software developed by GS Group for its digital TV set-top boxes has been enhanced specifically for the multiple-unit receiver.

## ELECTRONIC WARRANTY

The new set-top box GS E212 features the General Satellite unique electronic warranty. After registering the device through Internet, if a failure is detected, the customer only needs to contact a General Satellite authorized service center and would not need to present a receipt or warranty certificate to receive service. This innovative approach to service significantly simplifies the usage of this state-of-the-art subscriber equipment for users and is an important initiative from GS Group to improve service quality. Today, the most recognized global leaders in the technology market provide such opportunities, including Samsung, Apple, Nokia, HP and Bosch.



### Andrew Bezrukov, Director for Strategic Marketing, GS Group:

*"The GS E212 set-top box was designed with due regard for broadcasting digitization objectives in Russia and, in our opinion, will be in high demand by the consumer. It allows users to significantly save on their purchase of receiving equipment and to receive additionally to their satellite operator HD-channels all free-to-air terrestrial content broadcasted within the region with digital quality and supporting HD format. It will also save the customer from the need to use additional devices for receiving various types of signals."*

## The Federal TV and Radio broadcasting development Target Program of the Russian Federation within 2008–2019

The program assumes a consistent shift of the country's regions toward digital terrestrial television. The adoption of the state-run program has become one of the key drivers of the telecommunications market growth. The program aims to implement a radical modernization of the infrastructure of media to ensure maximum availability of electronic media in all the regions of the country.

In the course of implementing the Federal Program, Russia will become the country that has implemented one of the largest and most complex TV digitalization projects. Upon completion of the program, the expected area of all territorial entities of the Russian Federation covered by terrestrial digital broadcasting compulsory TV and radio channels, will amount to 17 million sq. km.