

Pace helps Yes transition to advanced HD digital services in Israel

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Agreement supports the journey to next generation services

Pace plc today announces that it has signed a partnership deal with DBS Satellite Services (1998) Ltd, 'Yes', the Satellite Broadcasting company in Israel. Under the agreement, Pace will provide new platforms to enable Yes to deploy advanced high definition (HD) digital services, including HD Video on Demand, to its customers.

As part of the agreement, Pace, a leading developer of technologies, products and services for global broadband and broadcast markets, has already initiated roll-out of a HD set-top box to Yes customers. The HD set-top box will incorporate advanced services, allowing Yes to upgrade cost effectively in the field. In addition, the set-top box is capable of being interactive and means Yes subscribers can enjoy payTV applications such as HD Video on Demand over Ethernet connection.

Mark Loughran, Regional Pace President, commented: "This is an exciting time for Yes and Pace to be working together to develop and deploy HD services across Israel via devices which put end users' needs for simplicity and user-friendliness at their core."

Ron Eilon CEO of Yes added: "The Yes team is impressed by the professionalism and dedication of the experienced Pace engineering team and view this as the start of strong relationship. There is an increasing demand for VOD and HD television in Israel, and we selected Pace to support our project as Pace has a proven track record of delivering industry leading technology solutions and expertise, both essential to positioning ourselves at the forefront of innovation."

About Pace

Pace (LSE: PIC) creates technologies, software, hardware and services for the broadcast and broadband industries. Pace solutions empower cable, telco and satellite operators to simply and cost-effectively innovate at the speed they want, in the way they want for their subscribers. Pace has built up its experience and expertise over 30 years and this is recognized by a customer base of over 160 operators around the globe.

Headquartered in the UK, Pace operates in markets across the world, and employs around 2300 people in locations that also include the USA, France, India and China. For more information on Pace, please visit www.pace.com.

About Yes

Yes satellite was established in 1998, and launched its broadcasting services in July 2000. Yes is Israel's only provider of multi-channel television broadcasts via satellite.

Technological leadership

Since its establishment, Yes has been at the forefront of relevant technologies and is on par with the

largest global multi-channel television companies. In March 2010 the company launched its VOD services using OTT technology, with a versatile and user friendly interface incorporated into the EPG, creating a total experience for customers via MaxTotal, with 3 advanced services: Max recordings, HD and VOD broadcasts within a single converter.

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