

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

September 13, 2010

SKY Perfect JSAT Holdings Inc.

SKY Perfect JSAT to Offer SKY PerfectTV! HD-Compatible DVR (Recording Tuner) With Double Tuner and Built-In Hard Disk
~Includes Industry-First*¹ 3D Mode On/Off Function~

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) is pleased to announce that wholly owned subsidiary SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) today issued the following news release titled “SKY Perfect JSAT to Offer SKY PerfectTV! HD-Compatible DVR (Recording Tuner) With Double Tuner and Built-In Hard Disk”



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SKY Perfect JSAT Corporation

SKY Perfect JSAT to Offer SKY PerfectTV! HD-Compatible DVR (Recording Tuner) With Double Tuner and Built-In Hard Disk

~Includes Industry-First*¹ 3D Mode On/Off Function~

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter “SKY Perfect JSAT”) will begin offering sales and rentals of a SKY PerfectTV! HD-compatible DVR (TZ-WR320P manufactured by Panasonic Corporation) from November 22, 2010.

The SKY PerfectTV! HD service, launched in October 2008, utilizes MPEG-4 AVC/H.264 video compression technology to provide subscribers with high-quality, high-definition multi-channel broadcasting. The service currently provides 83 channels of high-definition broadcasts, and is working to further expand its offerings to 100 channels in 2012. The Company has also provided a high-definition recording environment, which requires both a SKY PerfectTV! HD tuner and an external recording device connected by a LAN.

Now, in order to enhance the SKY PerfectTV! HD multi-channel viewing experience, SKY Perfect JSAT is launching a SKY PerfectTV! HD-compatible DVR with built-in hard disk for recording high-definition video and a double tuner that will enable viewers to record two programs at once.

The SKY PerfectTV! HD-compatible DVR includes functions that allow viewers to turn the 3D mode of a 3D-enabled television on and off via the DVR device when viewing SUKACHAN 3D169, Japan’s first channel dedicated to 3D programming; display the OSD*² on a 3D TV, and perform other operations that make it easier than ever to enjoy SKY PerfectTV! HD’s diverse programming lineup.

With the cooperation of Panasonic Corporation, SKY Perfect JSAT plans to demonstrate the SKY PerfectTV! HD-compatible DVR at Panasonic’s booth at CEATEC JAPAN 2010, an IT show being held from Tuesday, October 5 to Saturday, October 9, 2010 at Makuhari Messe.

Going forward, SKY Perfect JSAT will work to deliver appealing programming for SKY PerfectTV! HD, and develop even more convenient viewing environments for subscribers.

*1 First in the Japanese pay-TV industry

*2 OSD: On-screen display (displays menus, etc. on-screen)

(Reference)

【About the TZ-WR320P SKY PerfecTV! HD-Compatible DVR】
〔View of the main device and remote control〕



〔Key Features〕

- Built-in hard disk
320 GB capacity hard disk, capable of recording approximately 73 hours of high-definition programming.
This single device enables viewers to record high-definition programming with ease.
- Double tuner (**first for SKY PerfecTV!**)
Even if two program schedules overlap, viewers can record both at once.*
Viewers can also start watching recorded programs mid-broadcast, while still recording until the end.

*Requires a two-room antenna or multi-satellite antenna (An antenna with two output terminals for a SKY PerfecTV! tuner)

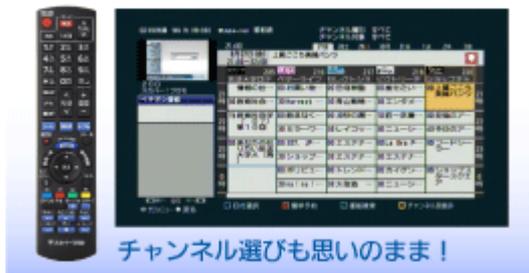


- 3D mode on/off function / 3D OSD display (**industry-first*1**)
 - The 3D mode can be turned on and off with the remote control.
 - Viewers using the SKY PerfecTV! HD-compatible DVR to watch 3D television programming on a 3D TV can view the normal 2D menus that pop up when the remote control is used, the channel name banner, and the OSD*2 programming guide without switching out of 3D mode.
(Information is not displayed in 3D.)
 - A function to automatically switch to 3D mode when viewing 3D broadcasts will be available at a later date.

*1 First in the Japanese pay-TV industry

*2 OSD: On-screen display (displays menus, etc. on-screen)

- Multi-channel program display and customizable function
 - View an entire week of program schedules for a channel on a single screen
 - Choose only your favorite channels to appear in the program schedule display



- Enhanced recording functions

Enables convenient recording using recurring recording functions (to record whole series) and/or selective automatic recording (for example, by keyword*)

* Not available in single tuner mode (when only one antenna signal is directed toward the SKY PerfectTV! HD compatible-DVR.)



Advanced search functions

Search for programs not only by title, but also by detailed information for all programs.

Easily search for performers or personalities.

- Compatible with SKY PerfectTV! HD Recording

By connecting a SKY PerfectTV! HD Recording-compatible recording device to the SKY PerfectTV! HD-compatible DVR via a LAN, viewers can use the SKY PerfectTV! HD Recording function to record onto a compatible Blu-Ray recorder or LAN hard disk even when little hard disk memory is left on the SKY PerfectTV! HD-compatible DVR. Viewers can also specify save locations for each individual program, either on the built-in hard disk or a SKY PerfectTV! HD Recording-compatible device.



[Other]

- For more information on the SKY PerfecTV! HD-compatible DVR, please see:
<http://sptvhd.jp/kiki> (Japanese only)

- Applications for the SKY PerfecTV! HD-compatible DVR
Orders will be accepted at:
<http://sptvhd.jp/direct/>
from November 22, 2010

- Price and fees for the SKY PerfecTV! HD-compatible DVR
Sales price: ¥32,800 (including tax)
Rental price: ¥945/month (including tax)