

## *Marina*, by Álex Montoya, wins HISPASAT award for best short film in 4K

- *Modernidad*, by Roberto Barba; *Oscillation*, by Dídac Gimeno; *Femme*, by Beatriz Mínguez de Molina; and *José Alfredo*, by Eduardo Chaperó-Jackson, complete the list of award winners.
- The five winning films and a documentary about El Rastro, produced by RTVE, were shown in 4K at the closing night ceremony, held at the Callao cinema in Madrid.

**Madrid, 13 November 2015.**— At the closing night ceremony, held at the Callao cinema in Madrid, the awards were presented to the five winning films of the first edition of the HISPASAT 4K International Film Festival, one of the first film contests in the world to feature short films exclusively shot and post-produced in 4K.

The members of the jury were: Ignacio Sanchis (CCO at HISPASAT), Ana Risueño (actress), Enrique López Lavigne (producer), Samuel Martín Mateos (RTVE Director of Culture and Society), Alfredo Pérez (Content Coordinator at Samsung Electronics Iberia), Miguel Ángel Doncel (CEO of SGO), Guillermo Niño (Senior Manager for Broadcast, OTT and Home Video at Dolby Laboratories) and Javier Martín García (Canon Product Manager). After a brief mention of the outstanding quality of the films, the jury announced their decision, granting the following awards:



- **HISPASAT AWARD FOR BEST SHORT FILM:** *Marina*, by Álex Montoya (Spain, 13:39).
- **SAMSUNG SUHD AWARD FOR BEST LATIN AMERICAN SHORT FILM:** *Modernidad*, by Roberto Barba (Peru, 16:00).
- **RTVE AWARD FOR BEST SHORT FILM FROM A FILM ACADEMY:** *Oscillation*, by Dídac Gimeno (Spain, 8:00).
- **CANON AWARD FOR BEST CINEMATOGRAPHY:** *Femme*, by Beatriz Mínguez de Molina (Spain, 4:50).
- **DOLBY AWARD FOR BEST SOUND:** *José Alfredo*, by Eduardo Chaperó-Jackson (Spain, 16:30).



During the ceremony, HISPASAT CEO Carlos Espinós spoke enthusiastically of the fast pace at which Ultra High Definition (UHD) technology is currently being implemented and highlighted its excellent prognosis for the immediate future. He also provided some recent report data on UHD: so far in 2015, the sale of UHD televisions has doubled and by the end of the year sales will have reached a figure of 40 million units worldwide; in 2016, the demand for these models is expected to grow by 67%, reaching 67 million units sold, a figure that represents more than 40% of all televisions sold. With regard to UHD television channels, it is estimated that by the year 2020 there will be up to 200 active UHD channels, and by 2025 the number is expected to increase fourfold, reaching 800 channels (70% of them broadcasted via satellite).

Moreover, Espinós highlighted the role that HISPASAT has played in driving 4K technology since its birth, through its participation in technological developments that allow for a more efficient use of 4K technology and through its Hispasat 4K television channel, broadcast free-to-air since September of 2013. Lastly, he expressed his gratitude for the excellent response the contest received by short filmmakers and companies of the technology sector. A total of 72 short films from 11 different countries were submitted to the first edition of this festival, which featured short films produced in 4K with a maximum duration of 20 minutes.

After the awards were presented, the five winning films were shown in 4K. The premiere of *El Rastro*, a short film by Rosa Ofelia García and produced in UHD by RTVE, was also shown.

This ground-breaking initiative was made possible by the collaboration of several different leading companies in their respective areas of the audiovisual sector: Samsung, RTVE, Canon, Dolby, SGO, Ad Hoc Studios, Callao City Lights and Heavents.

**Press material available at:**

<https://www.dropbox.com/sh/6jk716dj1bkkqri/AACMSz5urdAgjAYG9ltuTaqea?dl=0>