

## HISPASAT demonstrates ultra-high definition television at the DVB World in Madrid

- **Ultra-high definition television multiplies the number of pixels on the screen by four, achieving resolution that is four times greater than conventional high definition.**
- **HISPASAT reinforces its backing of innovation and its commitment to make the most advanced technology available to end users.**
- **The satellite is the ideal platform for the development of ultra-high definition services due to its high volume bandwidth and universal coverage.**

**Madrid, 11th March, 2013.-** HISPASAT, the Spanish satellite communications operator, will hold a live demonstration of ultra-high definition television (UHDTV), via satellite, at the annual DVB World conference which takes place this year March 11 to 13 in Madrid. This event brings the international broadcast sector together to discuss and present the latest technological advances. The demonstration is a first-ever pilot via satellite and positions HISPASAT as a pioneer in this technology, reinforcing its commitment to making the most advanced technology available to end users.

The power of Hispasat 1E satellite allows content to be transmitted with a high degree of quality and reception with reduced-sized antennas, thanks to their high performance and design for DTH (direct to home) services. The ultra-high definition television –or 4K– multiplies by four the number of pixels on a high definition screen, i.e., the amount of information contained in each image. Thus, the resolution is four times greater than conventional HD and it provides image clarity that gives the viewer a high perception of quality. HISPASAT promotes innovation so that the same image quality can be enjoyed in the home as that displayed at commercial cinemas.

The satellite is the ideal platform for the development of services in ultra-high definition because of its high bandwidth, essential for transmitting large volumes of information in high quality, and its universal coverage, which allows this technology to reach any point where a reduced-sized antenna can be installed.

For the demonstration, HISPASAT collaborated with SONY, RTVE, SAPEC and TSA / Media Networks, leading companies in technology in their respective sectors. A video clip in 4K has been captured by RTVE, coded by SAPEC and transmitted as a UHDTV signal via Hispasat 1E

satellite. The signal is uplinked to the satellite by TSA / Media Networks and will be received live at the event, where it will be emitted using a DVB-S2 MPEG-4 receiver compatible with UHDTV resolution. The content of this experimental broadcast, in collaboration with RTVE, will be viewed on a Sony 84 inch television and can be viewed anywhere in Europe with a receiver and a 4K television.

### **About DVB**

DVB (Digital Video Broadcasting) is a consortium made up of more than 200 broadcasters, manufacturers, network operators, software developers and regulatory agencies from more than 35 countries. It works to establish standardization procedures and technical standards for digital television and its different applications. The services that use DVB standards are available on all continents with more than 900 DVB receivers deployed worldwide.

### **About HISPASAT Group**

HISPASAT Group is made up of companies with a presence in Spain as well as Latin America, where its Brazilian affiliate, HISPAMAR, operates the Amazonas fleet of satellites. The Group is the leader in the diffusion and distribution of content in Spanish and Portuguese, including the transmission of important digital Direct-To-Home (DTH) and High Definition Television (HDTV) platforms. HISPASAT is one of the most important companies in the world in its sector by revenue and the main communications bridge between Europe and America.