



## HISPASAT and LG enter into an agreement to promote Ultra HD

- **HISPASAT and LG, the two companies leaders in their respective sectors, sign an agreement to promote Ultra HD technology, its knowledge and development.**
- **The Ultra HD television multiplies the number of pixels on the screen by four, achieving four times superior resolution than the conventional (HD) high definition resolution.**

**Madrid, June 21, 2013.-** HISPASAT, the Spanish satellite communications operator, and LG España, technological leader in consumer electronics has presented today the agreement reached between both parties to promote the development, knowledge and expansion of Ultra HD television. The marketplace trends show that the short-term future of household television and cinema contents around the world are heading towards the 4K quality resolution emissions.

In this agreement, both companies set themselves the objective to exchange knowledge, share a development platform of new products and technologies related with Ultra HD television and increase their operational and commercial synergies as well as disseminate the benefits of LG's Ultra HD television sets as pioneers in this technology and the benefits of satellites as suitable support to transmit the new Ultra HD contents.

In the framework of this collaboration, HISPASAT will broadcast a promotional channel via satellite and free-to-air in Ultra HD to promote the generation of contents in this technology. Both companies will organize events with the aim to disseminate its use and knowledge by professionals, journalists and users in which LG will provide the technical equipment, whose maximum prototype is the biggest flat-screen Ultra HD television in the marketplace, an 84-inch screen television that stands out because of its resolution, dimensions and technology.

Ignacio Sanchis, Business Director of HISPASAT has explained that the *“satellite is configured as the ideal support for the development of the new HD Ultra technology due to its universal coverage, high capability and great bandwidth to transmit a large amount of high-quality information.”*



José María Zamora, Chief Marketing Director of LG España, on his behalf, assures that “*LG is eliminating all possible barriers to offer the best image quality to its consumers and advocates the involvement of all agents in the industry on the development of technology that substantially improves the home leisure experience.*”

In the product launch ceremony, the company made a live demonstration of this innovative LG Ultra HD television through the transmission of satellite contents through Hispasat 1E.

The Ultra HD television multiplies the number of pixels on a high definition screen by four, in other words, the amount of information found in each image. In this manner, the resolution is four times superior to the conventional high definition television and produces an image clarity that provides the user an extremely high-quality perception.

### **About HISPASAT Group**

The 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.

### **About LG Electronics**

LG Electronics has been present in the marketplace since 1994 and its activity is focused on the commercialization of a broad range of digital products with its four sales divisions (Mobile Telecommunications, Consumer Electronics, Home Appliances and Air Conditioning). LG Electronics España has consolidated itself as a leader in the marketplace of flat screen high definition television sets, home movie systems, and household air conditioning units. Moreover, it occupies the first place in the market for the sale of refrigerator units, microwave ovens, DVD reproducers, recording devices, and optical storage media solutions. The number of employees at LG Electronics in Spain is 270, distributed between the main offices in Madrid, commercial delegations of Barcelona, Sevilla, and Valencia, where its technical service is located. Its logistical centre is located in Guadalajara.