

HISPASAT sponsors Ultra High Definition documentary on the Prado Museum

- **This will be one of the first Ultra High Definition (UHD) productions to be made in Spain, the resolution provided by this technology being four times superior to that achieved by traditional HD.**
- **HISPASAT is a pioneer in the transmission of UHD content, having already broadcast in 4K quality in Brazil, Spain and various European countries.**
- **Today, at the Prado Museum in Madrid, a coproduction agreement with RTVE, Abertis Telecom and production studio Apuntolapospo was signed. RTVE and the museum also signed a collaboration agreement on the making of the documentary.**

Madrid, 25th July 2013 – This morning, HISPASAT signed an agreement with RTVE, Abertis Telecom and production studio Apuntolapospo at the Prado Museum, on the production of a 50 minute documentary. The documentary will be based on the history of the Madrid gallery and the works of art housed there. A collaboration agreement was also signed between RTVE and the Prado Museum.

The documentary will be filmed in Ultra High Definition (UHD) or 4K, a new kind of technology which multiplies the number of pixels used in a traditional high definition (HD) screen by four. The resolution achieved with UHD technology is therefore four times greater than that of conventional HD techniques. This extraordinary advancement improves the sharpness of the image and offers viewers a much more immersive, high-quality experience.

For this reason, UHD is an ideal technology for broadcasting artistic content, where precision and fidelity are essential for conveying a lifelike experience to the viewer. Filmed with 4K technology, capable of fully capturing the richness, texture and colours of the art work, the documentary will allow those considering one of the world's most significant museums to discover the finer details of the collections displayed there.

HISPASAT, a Spanish satellite telecommunications operator, is a pioneer in the satellite retransmission of HD content. True to its innovative spirit, the company is currently developing technology required to efficiently broadcast 4K material, offering its clients the most advanced telecommunications solutions. HISPASAT has already made various 4K quality broadcasts in Spain and Brazil, as well as several European countries. The coproduction agreement reached for the documentary on the Prado Museum reflects HISPASAT's interest in driving the development of UHD and promoting awareness of Spanish culture across the globe.

Furthermore, HISPASAT is working on a number of projects with the aim of stimulating UHD development. The company is currently closing a number of agreements with technological partners to raise awareness of the new technology amongst producers and viewers alike. For example, they recently came to an agreement with LG, who is now bringing to market UHD televisions. Moreover, Hispasat will soon announce the commissioning of a new Ultra High Definition Channel, Hispasat 4K, which will be available to the industry and enable UHD quality broadcasts

During the signing of the agreement on the production of the documentary, HISPASAT's CEO, **Carlos Espinós** was present alongside the Managing Director of Albertis Telecom, **Tobías Martínez**; the Director of TVE, **Ignacio Corrales** and post-production Director at Apuntolapospo, **Bernat Aragonés**. HISPASAT and Albertis will sponsor the production of the documentary, providing the resources needed to develop the project, whilst the production company Apuntolapospo will contribute production resources. TVE will oversee the production, direction and development of the documentary.

The president of the RTVE Corporation, **Leopoldo González Echenique**; the secretary of state for Culture, **José María Lassalle** and the president of the Royal board of Prado museum trustees, **José Pedro Pérez-Llorca** also witnessed the collaboration agreement being signed by the director of the Prado Museum, **Miguel Zugaza** and the director of TVE.

About Grupo HISPASAT

Grupo HISPASAT is formed by both Spanish and Latin American companies, its Brazilian subsidiary, HISPAMAR, marketing its services in Latin American countries. The Group is a world leader in the dissemination and distribution of Spanish and Portuguese language content, including the broadcast of significant digital Direct-to-home (DTH) and High-definition television (HDTV) platforms. HISPASAT is one of the world's largest companies in terms of revenue in its sector and plays a decisive role in bridging the communication gap between Europe and the Americas.