

HISPASAT to present its latest Ultra High Definition products at the IBC 2013 Trade Fair

- The HISPASAT stand will have a satellite UHD television demonstration, broadcasting for the first time with a data speed of less than 20 Mbps.
- It will also be presenting its HISPASAT 4K channel for exclusive UHD broadcasting, provided to enable the industry to spearhead development of this new technology.
- HISPASAT has won the *Best Young Professional Paper IBC 2013* award for a survey focusing on the challenges and opportunities of UHD deployment.

Madrid, 6 September 2013.- The Spanish satellite communications operator HISPASAT will be offering a satellite demonstration of Ultra High Definition Television (UHDTV) at the company stand during the IBC 2013 Trade Fair in Amsterdam between 13 and 17 September.

The satellite demonstration is the first HEVC (High Efficiency Video Coding) 4K transmission with a data speed of less than 20 Mbps. The contents coded within this system are transmitted on the DVB-S2 standard through the Hispasat 1E satellite's European coverage. HISPASAT worked alongside Abertis Telecom, LG, Magic Box, Thomson Video Networks and Spain's public television network TVE to develop the solution and perform the demonstration.

The HISPASAT offer of audiovisual solutions and services to be presented at its stand is enhanced by its latest corporate successes in terms of contribution of contents, digital movies, DSNG, deployment of digital terrestrial television networks and "turnkey" solutions for DTH services, among others.

At the event HISPASAT will also be presenting its channel for exclusive UHD contents broadcasting, HISPASAT 4K. The company will broadcast the channel by satellite on an open system, provided to enable the industry to carry out high-quality broadcasting. The aim is to carry out tests and foster the generation of contents using this technology, in order to speed up development and make it available to viewers as soon as possible. The first instance of contents will be a 50-minute documentary on the El Prado Museum by the Spanish public television network (TVE), co-produced by HISPASAT.

Moreover, the HISPASAT Customer Engineering team has won the *Best Young Professional Paper IBC2013 Award* for the best survey produced by a team of under-30s. It will be featured in the IET Engineering and Technology magazine worldwide, and constitutes just one more example of the HISPASAT Group's increasing interest in the study and deployment of Ultra High Definition, and also of the enormous capabilities of its researchers.

Ultra High Definition television – also known as 4K – increases the number of pixels on a high-definition screen four times over. This means the resolution is four times greater than conventional high definition, furnishing an ultra-clear image to give viewers a very high perception indeed of quality. Satellite is the perfect platform for UHD services due to its large bandwidth, which is essential for high-quality transmission of such a large amount of data. The power of the HISPASAT satellites can transmit these contents thanks to a design focusing on DTH (direct to home) services.

Every year the Amsterdam IBC Trade Fair is attended by more than 50,000 people from 160 countries working in the audiovisual telecommunications sector, to discuss and present the latest technological products.

PRESENTATION OF THE HISPASAT 4K TELEVISION CHANNEL

VENUE: Amsterdam IBC Trade Fair, Room G109 (first floor of the building, between the RAI's Halls 2 and 3).

DATE: Sunday 15 September, 17:00 h.

Spanish wine will be served after the presentation.

SRC: HISPASAT: 91 710 25 40 – comunicacion@hispasat.es

HISPASAT STAND AT THE EVENT: 1.A40

About HISPASAT

The HISPASAT Group is composed of companies operating in Spain and also in Latin America, where the Brazilian company HISPAMAR sells its services. The Group is a leading player in the broadcasting and distribution of Spanish and Portuguese contents, including transmission on major digital Direct To Home (DTH) and High Definition Television (HDTV) platforms. HISPASAT is one of the world's main players in its sector in terms of revenue, and acts as the main communications link between Europe and America.