

HISPASAT will present its new 4K America TV channel during the NAB Conference held in Las Vegas

- The “HISPASAT 4K” channel, which is already operational in Europe, will begin transmissions covering Central and North America.
- The operator will also once also be present in the event's conferences, with a talk on boosting Ultra High Definition technologies.

Madrid, April 4, 2014.- HISPASAT, the Spanish satellite communications operator, will present its TV channel “HISPASAT 4K” during the 2014 NAB Conference held in Las Vegas from April 7 to 10. Its content will be aired openly from the Amazonas satellite 3 in the scope of its coverage of Central and North America. The satellite operator thus validates its commitment to the distribution of Ultra High Definition (UHD) - or 4K- technology, in which HISPASAT is pioneer, with demonstrable experience in Europe; it has been broadcasting UHD contents there since September of 2013, when its European 4K channel was presented in the IBC Conference in Amsterdam.

HISPASAT's Client Engineering department will also be represented in the conferences organized within the scope of this event, with a talk titled “4K Arrives! A Perspective from a Real UHDTV Broadcasting Experience,” which will take place on Wednesday, April 9, in the Convention Center. The Las Vegas NAB Conference attracts over 100,000 visitors from over 160 countries involved in the audiovisual telecommunications sector, who engage in debates and present advances in technology.

PRESENTATION OF THE “HISPASAT 4K” TV CHANNEL

LOCATION: The NAB Convention in Las Vegas, meeting room S207LMR (first floor of the Convention Center's southern pavilion).

DATE: Monday, April 7, 5 p.m.

A cocktail reception will be served after the presentation.

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About HISPASAT

The HISPASAT Group is comprised of companies which are present both in Spain and Latin America, in which the Brazilian company HISPAMAR commercializes its services. The Group leads in the broadcast and distribution of contents in Spanish and Portuguese, including the transmission of important Direct-to-Home (DTH) and HIGH Definition TV digital platforms. HISPASAT is a leading company worldwide ranked by income in its sector, and is the main satellite communication bridge between Europe and America.