

HISPASAT brings its latest video innovative solutions to NAB 2015

- **The satellite operator has strengthened its position in UHDTV with new content to be received live during the show provided by new Hispasat 4K channel partners.**
- **HISPASAT will also show a SAT>IP technology demo, converting satellite TV service into IP signals for an efficient distribution to multiscreen devices.**
- **The company will also be presenting in the NAB its innovative DTH product and service portfolio.**

Madrid, 13 April 2015.- The Spanish satellite communications operator HISPASAT plans to present its latest solutions for the broadcast market at the 2015 NAB Show, held in Las Vegas from 13-16 April. At its stand (SU10417), the operator will be demonstrating a number of its technological advances in the field.

The first demonstration will present the main features of the SAT>IP communications protocol, aimed at transporting an audiovisual signal, received via satellite, to domestic IP networks. This protocol converts the satellite signal into an IP signal at the reception point itself, using a SAT>IP server. Indeed, this server may be incorporated into domestic facilities, either by installing it directly into (IP-LNB) satellite dishes, or installing it in users' homes. This technology makes it possible to offer more efficient, high-quality satellite TV services for all types of screens and devices found within the home, using networks already established in the building.

New content on the "Hispasat 4K" TV channel

The second live demonstration will reveal the new content on "Hispasat 4K" Ultra-High Definition (UHDTV) TV channel. This is the result of collaboration between three companies: Slow TV, Avis Productions and Drone Madrid, who have recently joined HISPASAT UHDTV channel by adding new contents. The channel includes nature documentaries, as well as content filmed by drones, adapted to 4K capturing. HISPASAT will be as well presenting its latest solutions in UHD technology field, which has been already applied to Hispasat 4K TV channel, offered free to air through Amazonas 2 and Hispasat 1E satellites.

Lastly, those who visit HISPASAT's booth will have the opportunity to discover the latest advances on HISPASAT's DTH service portfolio. This year the company will focus on *Easy DTH* and *Easy Hybrid DTH* products that provide comprehensive technological and operational solutions that facilitate DTH services launching within HISPASAT's coverages.

Each year Las Vegas NAB Show brings together over 90,000 media and entertainment professionals from 160 countries to debate and present the latest technological trends, mainly for TV and Internet markets.

Presentation of the SAT>IP Alliance

Alongside SES and other telecommunications companies, HISPASAT plans to participate in the presentation of the new SAT>IP Alliance. This organisation aims to promote the use of the SAT>IP standard, in order to facilitate efficient, high-quality satellite television broadcast on all devices with a domestic IP network.

PRESENTATION OF THE SAT>IP ALLIANCE

DATE: Tuesday 14 April, 2015

TIME: 16:30

VENUE: Room SU2047, LVCC South Hall, NAB (Las Vegas)

About HISPASAT Group

HISPASAT Group is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. The Group is a world leader in the distribution and broadcasting of Spanish and Portuguese content, and its satellite fleet is used by important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT also provides satellite broadband services and other added value solutions to governments, corporations and telecommunication operators in America, Europe and North Africa. HISPASAT is one of the world's largest companies in its sector in terms of revenue, and the main communications bridge between Europe and the Americas.

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