



HISPASAT launches its first film festival of short films produced exclusively in 4K

- **The call for entries for the HISPASAT 4K International Festival will be open from July 14 to September 23.**

Madrid, July 14, 2015.- HISPASAT, Spanish satellite communications operator and leader in distribution of content in Spanish and Portuguese, is organising the HISPASAT 4K International Festival, one of the first film competitions in the world to exclusively feature short films shot in 4K.

4K, or Ultra High Definition (UHD), is the latest technological revolution in the sector. The format constitutes a fourfold increase in the number of pixels of conventional high definition, allowing viewers to enjoy an unparalleled cinematic experience with a never-seen-before image quality. The goal of the event is to inspire the creation and display of audiovisual content in 4K.

HISPASAT has been at the forefront of driving the development and implementation of UHD, with the goal of making it available as soon as possible to film and television viewers. The Spanish company was the first satellite operator to broadcast in Ultra High Definition in Latin America via the Hispasat 1C satellite, and since September 2013 it has broadcast its Hispasat 4K TV channel free-to-air in Europe, available to the industry as a means to promote the use of this new technology. Since April 2014, Hispasat 4K has also been available in North and Central America, and it is planned to be broadcast in the future in South America.

Cutting-edge technology companies, such as Samsung, Dolby, Canon or SGO, as well as RTVE, Callao City Lights cinema in Madrid and producer Heavents have joined the effort to make this unique contest possible in Spain. Likewise, the festival collaborates with the most prestigious film schools in Spain and Latin America, the students of which will be able to participate in the competition.

The call for entries will be open from **July 14 to September 23, 2015**. The HISPASAT 4K International Festival is open to films produced in any country, in any genre, with a maximum duration of 20 minutes and shot in 4K format. The following categories and awards have been established:



International
Festival
CINEMA IN ITS HIGHEST DEFINITION



grupo hispasat

- HISPASAT AWARD FOR BEST SHORT FILM: 3,000 € + Samsung SUHD TV.
- SAMSUNG AWARD FOR BEST LATIN AMERICAN SHORT FILM: 1,000 € + Samsung SUHD TV.
- RTVE AWARD FOR BEST SHORT FILM FROM A FILM ACADEMY: 1,000 € + 2 RTVE Institute 4K specialisation grants.
- CANON AWARD FOR BEST CINEMATOGRAPHY: 1,000 € + Canon 4K camera.
- DOLBY AWARD FOR BEST SOUND: 1,000 € + ATMOS mastering.

Official rules and regulations are available at: <http://hispasat4kfest.es>. Entry forms shall be submitted through the [MOVIBETA](#) site.

The five winning films will be shown at the closing night ceremony, held on November 12, 2015 at the Callao cinema in Madrid.

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.

www.hispasat.com