

HISPASAT first 4K broadcasting using HDR technology

- **Hispasat launches UHDTV second generation service (Ultra High Definition TV) encoded in High Dynamic Range (HDR).**
- **It is the first satellite service in the world using Dolby Vision HDR, available through the European coverage of Hispasat 1E. Satellite.**
- **The new HDR technology provides better quality, brighter picture, greater contrast and more colour for high resolution images.**
- **HISPASAT continues to be at the cutting edge of video technology innovation, paving the way for advances in Ultra High Definition.**

Madrid September 8th, 2015.- Spanish satellite communications operator HISPASAT has begun the second generation 4K TV transmissions using High Dynamic Range (HDR) format. The goal of this new technology is to reproduce a wider luminance range, creating more intensity levels between lighter and darker areas of the image as a way to retain more information and offer a greater degree of detail. It seeks to provide more brightness, greater contrast and more colour, in order to achieve a more realistic image than we currently have in television.

The new permanent service is now available through the European beams of Hispasat 1E Satellite, and has been launched in collaboration with Cellnex Telecom, Dolby, RTVE and Thomson Video Networks. This new step forward shows HISPASAT's commitment to remain at the cutting edge of Ultra High Definition television technology, and complements its "Hispasat 4K" channel, which has been active since 2013.

This innovative milestone, the first in the satellite world using Dolby Vision HDR encoding, will be presented at upcoming fairs where HISPASAT will be participating, the first of which is the International Broadcasting Convention (IBC) held in Amsterdam from 11 to 15 September.

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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