

## HISPASAT displays major audiovisual innovations at IBC2015

- **The HISPASAT stand will display several advances in the field of Ultra High Definition Television, including second-generation 4K in HDR format and in multiscreen ecosystems.**
- **At the fair, HISPASAT will present its new app for mobile phones and tablets, which will provide useful information on the satellite fleet for clients and users.**

**Madrid, September 11th, 2015.-** The Spanish satellite communications operator HISPASAT will present their latest innovations in the audiovisual market at the International Broadcasting Convention (IBC) 2015, which begins today in Amsterdam and runs through 15 September. Every year the IBC brings together over 55,000 professionals and companies in the audiovisual telecommunications sector from more than 140 countries to present their most recent and innovative products.

HISPASAT will be doing three demonstrations at their stand: in the field of UHDTV (Ultra High Definition Television) the operator will be presenting a demo of their new service in 4K HDR (High Dynamic Range). Likewise, they will be showing their “Hispasat 4K” television channel, with the highest quality of UHDTV. Lastly, in the context of multiscreen television, HISPASAT will be presenting the evolution of the SAT>IP protocol, which will allow satellite television services to be shared with the rest of the screens in a home.

### Demonstrations at stand 1A50

- **UHDTV High Dynamic Range broadcast:** HISPASAT will present an end-to-end UHDTV demonstration, with High Dynamic Range (HDR) encoding, the second generation of 4K, providing more brightness, greater contrast and more colour in order to achieve a more realistic image.
- **Demo of Hispasat 4K channel at 15 Mbps:** HISPASAT continues to add technological innovations to their “Hispasat 4K” television channel, offered free-to-air via their Hispasat 1E satellite. This year they will present improvements in transmission efficiency, which will be reduced to 15 Mbps, maintaining UHDTV quality thanks to progress made in the compression system of the HEVC (High Efficiency Video Coding) signal.

- **Demo of the evolution of SAT>IP.** At the IBC, HISPASAT will demonstrate the evolution of SAT>IP ecosystems. This technology makes it possible to provide high-quality content via satellite more efficiently to all the screens in a home integrated to IP networks, using buildings' pre-existing networks. More specifically, the operator will demonstrate innovations in converting CAS (Conditional Access System) to DRM (Digital Rights Management) in order to improve the security and transcoding of content to adapt it to the requirements of a multiscreen ecosystem. This new system will guarantee safe, top-quality sharing of content to the rest of the screens in a home. Moreover, visitors to the HISPASAT stand will be able to enjoy the first DTH (Direct to Home) flat antenna with integrated SAT>IP technology.

### **New app**

At the fair, HISPASAT will present their new app for Android and iOS tablets and smartphones, which will provide their clients, suppliers, installers and end users fast access to basic information about the company. This tool is designed to offer simple and useful information about HISPASAT's satellite fleet, its location and coverage area, as well as their control centres and offices.

### **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](http://www.hispasat.com)