

HISPASAT to participate in 4K World Summit

- **The satellite operator will participate in two roundtable discussions and provide a demonstration of its 4K television channel for the event, which will be held in Sevilla on 5 and 6 November.**
- **Satellite is the best platform for broadcasting content in 4K due to its universal coverage and wide bandwidth, which is essential for transmitting large quantities of high-quality information.**

Madrid, November 4, 2015. Spanish satellite communications operator HISPASAT will actively participate in the 4K World Summit, held in Sevilla on 5 and 6 November. The operator will share its experience, along with several professionals from all over the world, to debate and exchange knowledge on the production and distribution of content in Ultra High Definition.

HISPASAT will participate in two roundtable discussions at the event, held in Andalusia's capital. On November 5, Ester Fernández, HISPASAT marketing manager, will participate in the roundtable entitled "4K R-EVOLUTION" to analyse the evolution of 4K and discuss improvements in the development of this technology together with representatives of RTVE, Cellnex, Dolby, the Technical University of Madrid and SAPEC. On November 6, Jorge Rodríguez, also part of HISPASAT's marketing management, will give a talk entitled "Beyond Pixels: New perspectives about UHDTV commercial deployment".

Moreover, at its stand HISPASAT will provide a demonstration of its Hispasat 4K satellite television channel, created to drive the development and implementation of UHD in the industry. Since September 2013, the operator has been broadcasting its 4K channel free-to-air in Europe, as well as in North and Central America since April 2014. The channel can also be viewed in the area reserved for the RTVE university chair.

4K format offers viewers the opportunity to enjoy an unparalleled cinematic experience with unmatched image quality. UHD quadruples the number of megapixels that conventional high-definition screens contain, providing viewers with greater image sharpness and a more immersive experience. Satellite is the best platform for broadcasting this type of content due to its universal coverage, high capacity and wide bandwidth, which is essential for transmitting a



large quantity of high-quality information.

First ever 4K international film festival

In other news, HISPASAT will be promoting its first ever “Hispasat 4K International Film Festival”, featuring films shot and post-produced exclusively in 4K, with the goal of promoting the creation and screening of audiovisual content recorded in this format. Some of the short film finalists can be watched on the “Hispasat 4K” channel.

This initiative, unlike any other in Spain, involves the collaboration of cutting-edge technology companies, such as Samsung, Dolby, Canon, SGO or Ad Hoc Studios, as well as RTVE, Callao City Lights cinema in Madrid and the producer Heavents. Also participating in the festival are several of the most prestigious film schools in Spain and Latin America. The five winning films will be shown at the closing night ceremony, held at the Callao City Lights 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.

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