

CINE365FILM**SAMSUNG SUHDTV**
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EL CINE EN SU MÁXIMA DEFINICIÓN **4K**
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The opportunity to produce a feature film, new award in the HISPASAT 4K International Film Festival

- **The call to submit works for this new edition of the Festival is effective from today until 3 July 2016.**
- **Among the most significant changes of this second edition is the inclusion of an award for Best Director, in cooperation with Cine365 Film, consisting in the production of a feature film and the Jury Prize, sponsored by Samsung SUHD TV.**
- **The awards ceremony will be held at the San Sebastián International Film Festival.**

Madrid, 19 April 2016. - HISPASAT, the Spanish satellite communications operator, leader in the distribution of content in Spanish and Portuguese, has announced the call for entries for the second edition of the Hispasat 4K International Film Festival, one of the first festivals in the world entirely dedicated to short films, shot and post-produced in 4K.

The Festival is sponsored by the film production company Cine365 Film, Samsung and Dolby Laboratories. Other leading technological companies in the field of film production such as SGO, Fujifilm, and the Ad Hoc sound studio, as well as RTVE, the TV corporation that leads the way for this technology in Spain, and the graphic communications agency Azento de Diseño, have joined the initiative with the aim of making this unique Film Festival possible.

A new edition with significant changes

The excellent response to the first edition of the Festival in 2015 by filmmakers and the industry has allowed significant changes to be included in this year's proposal. Thus, a new award category of Best Director has been included, in which the winner will be given the paid opportunity to direct a feature film, to be produced by Cine365 Film during the year 2017, and the Jury Prize, sponsored by the new range of Samsung SUHD TV.

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In addition, the Hispasat 4K International Film Festival will be sponsoring the San Sebastián Film Festival this year, thus allowing the award ceremony to be held in September within the framework of this important film event where the winning short films will also be presented.

Finally, and in line with HISPASAT's commitment to sustainability and social responsibility, the Festival jury will positively assess the short films whose topic is in some way related to any of the 17 [Sustainable Development Goals of the United Nations](#), and grant at least one of the awards, in any of its categories, to a short film addressing one of these topics using any approach, genre, perspective or aesthetic proposal.

The call for entries of short films will be open until 3 July 2016. The HISPASAT 4K International Film Festival is open to films produced in any country and any genre, with a maximum duration of 25 minutes, shot and post-produced in 4K. The following categories and awards have been established:

- CINE365 AWARD FOR BEST DIRECTOR: Directing a feature film.
- HISPASAT AWARD FOR BEST SHORT FILM: 3,000 €+ Samsung SUHD TV.
- DOLBY AWARD FOR BEST SOUND: 1,000 € + Dolby ATMOS mastering, in collaboration with Ad Hoc Studios.
- SAMSUNG SUHD JURY AWARD: 1,000 €+ Samsung SUHD TV.
- RTVE AWARD FOR BEST SHORT FILM FROM A FILM ACADEMY: 1,000 €+ film aired on the programme "Versión Española".
- FUJIFILM/SGO AWARD FOR BEST PHOTOGRAPHY: 1,000 € + Fujifilm professional photo camera.

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

Benchmarks in the promotion of Ultra High Definition

The emergence of 4K, or Ultra High Definition (UHD), represents the latest technological revolution in the audiovisual sector. The format constitutes a fourfold increase in the number of pixels of conventional high definition screens, allowing viewers to enjoy an unparalleled cinematic experience with a never-seen-before image quality. The Hispasat 4K International Short Film Festival aims to promote the creation and exhibition of audiovisual works using this format.

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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 its Hispasat 30W-3 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 of 2014, Hispasat 4K has also been available in North and Central America and is expected to be broadcast in South America in the future. The first edition of the Hispasat 4K International Film Festival held last year is a new milestone that strengthens HISPASAT's role as a leader in this field.

Samsung also stands out for its strong commitment to Ultra High Definition, and has announced that the entire range of 2016 SUHD TVs will be UHD Premium certified by the UHD Alliance (UHDA). This new certification is granted for goods and services that meet the organisation's standards, which include image resolution, high dynamic range (HDR), brightness, black levels and a wider colour gamut. UHDA Premium certification is the most reliable in terms of UHD picture quality. The UHDA logo will be included on Samsung SUHD TVs, so that consumers can identify Premium technology on the market and choose products they can trust. Samsung SUHD TVs have been recognised for their tech performance in all areas of picture quality, and in particular their HDR capacity, offering a picture that is closer to reality. Also, 2016 SUHD TVs reduce reflection from ambient lighting, delivering improved contrast and crispness, no matter what the surroundings.

As part of its public service role and following its vocation for innovation, **RTVE** has joined too European broadcasters which are leaders in different aspects of UHDTV. In production, offering different visual technologies: 25P, Barcelona documentary film; 50P, Museo del Prado documentary film; HDR, La Granja de San Ildefonso documentary film and Dolby Atmos, Caves of Altamira documentary film. Regarding transmission, RTVE is broadcasting using TDT-DVB-T2 from the Politécnica University of Madrid; it broadcast as well via satellite and test contents using HbbTV available on the RTVE "Red Button" service. With regard to public service, RTVE Corporation has brought together a set of activities carried out with universities and industry with the creation of the RTVE Chair in ETSIT-UPM along with the collaboration of companies in this sector.

About Cine365 Film

Cine365 Film (www.cine365.com/film) is a platform with the primary aim of searching out first-time directors in order to produce their films. The project was launched in 2013, and since then

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has produced "Purgatorio" (2014), directed by Pau Teixidor and starring Oona Chaplin, and has co-produced "Pet" (2016), directed by Carles Torrens and starring Dominic Monaghan. A third film, "Maus", is in the pre-production phase, and will be directed by Yayo Herrero.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) creates audio, video, and voice technologies that transform entertainment and communications in mobile devices, at the cinema, at home, and at work. For more than 50 years, sight and sound experiences have become more vibrant, clear, and powerful in Dolby. For more information, please visit www.dolby.com.

About RTVE

What has been achieved by RTVE so far reinforces the role of this company and its commitment to UHDTV in three clearly defined areas: the commitment to quality, innovation and public service, since this activity is linked to the University, Industry and Public Administration. Visit www.rtve.es.

About Fujifilm

In 2014, the year in which we celebrate our 80th anniversary, Fujifilm was recognized as the largest image & photography company in the world. Fujifilm has leveraged its imaging and information technology to become a global presence known for innovation in healthcare, graphic arts, optical devices, highly functional materials and other high-tech areas. Present in Europe since 1966, we fulfilled the 50 anniversary by presenting innovative solutions that bring us to the future. www.fujifilm.eu/es

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About Azento de Diseño

We are a creative and interdisciplinary team working to create and develop brands with a unique and memorable image on platforms both online and off: corporate identity, branding, packaging, audiovisuals, web design and SEO/SEM campaigns.

www.azento.com/

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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