

Hispasat 4K channel to be shown in Worten stores

- **HISPASAT and Worten stores have reached an agreement for the UHD TVs on display at Worten's leading stores to broadcast the free-to-air channel, promoting the use of 4K technology.**
- **The channel is now available in Worten's most recently opened store in Ávila, a store with an intimate, urban design that the company hopes to implement in new stores over the next few months.**

Madrid, 16 June 2016. Spanish satellite telecommunications operator HISPASAT has reached an agreement with Worten stores, a leader in the electronics and appliance distribution sector, to distribute Hispasat 4K, its Ultra High Definition channel via satellite, on the UHD TVs on display in its stores. The initiative has begun as a pilot test at the new Worten store that opened this month in Ávila, and will be implemented in new stores over the next few months.

Through this agreement, HISPASAT further extends its range of action to promote Ultra High Definition, by letting the public see first-hand the great leap forward in the quality offered by this technology compared to high definition television. People will also be able to see the high performance of satellite distribution, which is the logical choice for broadcasting content in 4K given its wide bandwidth.

In its aim to offer its clients the most innovative technology and the greatest benefits, Worten is now a pioneer in showing the highest-quality television in its stores. Worten Ávila, an intimate, urban space, is located in Las Moruchas Shopping Centre and is the first store to adopt this technology, which will be offered in other Worten stores throughout Spain.

The Ultra High Definition channel quadruples the number of megapixels that conventional high-definition screens contain. Therefore, the resolution is four times greater than high definition, and provides image sharpness that is much better than conventional television. The power of HISPASAT satellites allows for this content to be broadcast thanks to its design made for DTH (direct to home) services.

HISPASAT has been at the forefront of driving the development and implementation of Ultra

High Definition, with the goal of making it available as soon as possible to film and television viewers. It was the first satellite operator to broadcast in Ultra High Definition in Latin America via the 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. Last year, it also organised the first edition of the Hispasat 4K International Festival, one of the first contests in the world to exclusively feature short films shot and post-produced in this format, and opened its call for the second edition this past April.

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

About Worten

Worten is a leader in the appliance and consumer electronics distribution sector and was created to bring technology closer to people and simplify their lives. Founded in 1996, its success is based on six commitments: to always offer the best technology, the best price, a guarantee of 100% financing thanks to the Worten card, its own technical service, an easy 30-day return policy, and personalised service and advice.

Worten belongs to Sonae SR, a division of Sonae's specialised retail unit. Sonae is a multinational company located in more than 50 countries, which operates in the sectors of retail food and specialised trade, shopping centres, software, IT and telecommunications systems, and more. Worten currently has more than 45 stores in Spain, as part of its omnichannel strategy focused on optimal on-site and online services.

www.worten.es

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