

CINE365FILM**SAMSUNG SUHDTV**
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Internacional
EL CINE EN SU MÁXIMA DEFINICIÓN

Fernando Colomo, Paula Ortiz and Adrián Guerra among the jury members at the HISPASAT 4K International Short Film Festival

- **Over 100 short films entirely shot and post-produced in 4K format have been submitted to the second edition of the competition.**
- **The awards ceremony and the screening of the winning short films will be held at the San Sebastián Film Festival.**

Madrid, 18 July 2016. The names of the jury members of the HISPASAT 4K International Short Film Festival have just been announced. The jury responsible for choosing the winning films of this second edition are: Film Director Fernando Colomo (*La isla bonita*, *Al sur de Granada*), Filmmaker Paula Ortiz (*La novia*, *De tu ventana a la mía*), Producer Adrián Guerra (*Palmeras en la nieve*, *Buried*), Jesús Ulled (Director of CINE365 Film), Yolanda Vicente (Content Expert at Samsung España), Guillermo Niño (Senior Manager for Broadcast, OTT and Home Video at Dolby Laboratories), Edith Martínez Odriozola (Director of Culture and Society at TVE), Miguel Ángel Doncel (CEO at SGO), Daniel Pérez (Product Manager for the Optical Devices Divisions, Photo Imaging and Recording Media at Fujifilm) and Javier Valdés (Founding Partner of Ad Hoc Studios). Ignacio Sanchis (Business Director at HISPASAT) will act as president of the jury.

The call for entries ended on 3 July 2016. This competition, one of the first in the world entirely dedicated to short films shot and post-produced in 4K format, is open to films produced as of 1 January 2014. The films may belong to any nationality or genre, and have a maximum duration of 25 minutes. Over 100 films have been submitted in this second edition, which represents an increase of almost 40% over the entries received in 2015. This confirms the progressive increase of content in 4K format.

This year the Festival has important new developments in store. Two new awards have been introduced: The Cine365 Best Director Award, which grants the winner the

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opportunity to direct a feature film, produced by Cine365 in 2017, and the Samsung SUHD Jury Prize, which is sponsored by the new range of Samsung SUHD televisions.

Additionally, the HISPASAT 4K International Festival is a sponsor of the San Sebastián Film Festival this year. Both the awards ceremony and the screening of the winning short films are set to take place in September as a part of this important film event. Two round tables will be held on ***The challenges of shooting in 4K format***, in which representatives from technology companies will debate with those from the world of cinema on the opportunities and challenges offered by this new Ultra High Definition standard for film production.

Organised by the Spanish satellite operator HISPASAT, the Festival is sponsored by the production house Cine365 Film, Samsung and Dolby Laboratories. Other cutting-edge technology companies in the film production sector such as SGO, Fujifilm and the sound studio Ad Hoc, as well as RTVE, the most innovative TV station in this field of technology in Spain, and graphic communications agency Azento de Diseño, have joined the effort to make this one-of-a-kind contest possible.

Promoting Ultra High Definition

4K, or Ultra High Definition (UHD), is the latest technological revolution in the audiovisual sector. The format constitutes a fourfold increase in the number of pixels of conventional high definition, allowing viewers to enjoy an unparalleled cinematic experience with never-seen-before image quality. The Hispasat 4K International Festival aims to inspire the creation and display of audiovisual content in this format in order to make this technology available as soon as possible to film and television viewers.

About Cine365 Film

Cine365 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 has produced "Purgatorio" (2014) directed by Pau Teixidor and starring Oona Chaplin, and has also 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. For more information, visit www.cine365.com/film.

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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 UHD TV 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

About SGO

SGO is an international organisation expanding rapidly with offices and reseller partners around the world. SGO is widely recognised as a well-established developer of innovative, award-winning and extremely powerful Mistika post production systems and workflow solutions, including the Mamba FX compositing software for the film and

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broadcast industries. Visit SGO at www.sgo.es. Follow SGO on Twitter @SGOMistika

About Azeno 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. www.hispasat.com

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