



The Hispasat 4K Festival and RTVE make new 4K content available to the public through the “Botón rojo” application

- The "4K Directors" programme includes several of the winning short films from the festival's previous edition, along with interviews in which the authors behind the films discuss the future of audiovisual media, new formats and technologies with renowned filmmakers.
- This initiative reinforces HISPASAT and RTVE's commitment to innovation and technological development in the production and display of contents in UHD.

Madrid, 8 June 2017. - Four winning short films from the 2016 edition of the Hispasat 4K International Short Film Festival can be enjoyed in UHD through RTVE's “Botón rojo” application. To view them, just click on the "4K Content" option of the application. The short films that can be viewed in 4K are:

- ***Anómalo***, by Aitor Gutiérrez (Hispasat Award for Best Short Film).
- ***The Devil on your Back***, by Haritz Zubillaga (Cine365 Film Award For Best Director)
- ***Un Lugar***, by Iván Fernández de Córdoba (Samsung SUHD Jury Award).
- ***The Darkness Keeper***, by Rodrigo Atiénzar (Dolby Award for Best Sound).

This new content in UHD can be seen along with the series of "4K Directors" interviews, an innovative television programme produced entirely in UHD by Virtual Contenidos, in which some of the winners of previous edition of the Hispasat 4K Short Film Festival discuss the current and future state of audiovisual media with renown directors, paying specific attention to new formats, such as 4K. Participating in the four episodes are: Gracia Querejeta with Iván Fernández de Córdoba, Daniel Sánchez Arévalo with Rodrigo Atiénzar, Nacho Vilgalondo with Haritz Zubillaga, and Emilio Martínez Lázaro with Aitor Gutiérrez.

Three of the programmes, along with their corresponding short films, are already available in the "Botón rojo" application, and the fourth will be uploaded to the application next week. These contents will also be available shortly on the Hispasat 4K channel, which is broadcast free-to-air via the Hispasat 30W-5 satellite.



The main objective of all the activities of the Hispasat 4K International Short Film Festival is to promote the creation and display of audiovisual content produced in UHD, the latest technological revolution in the 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-before-seen image quality.

The third edition of the event is already underway. To participate in the third edition of the festival, all short films must be submitted by 14 June. The festival is open to films shot and post-produced in 4K that were produced after 1 January 2015, in any country and in any genre, and which have a maximum duration of 25 minutes.

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

The Festival, promoted by Spanish satellite operator HISPASAT, is sponsored by the production company Cine365 Film, leading companies in the film production sector such as Dolby Laboratories, SGO, Fujifilm and the sound studio Ad Hoc, as well as RTVE, the television broadcaster leading innovation in this technological field in Spain, and Atreseries, which given its role as a distributor of audiovisual content, has joined the initiative this year.

The awards ceremony of this third edition will be held on 19 October at the Círculo de Bellas Artes in Madrid, one the capital's cultural icons.

Press contact:

Eva Calleja
evacalleja@prismaideas.es
Tel.: 660573049

Pablo Caballero
prensa@hispasat4kfest.es
Tel: 677404521

Press materials:

<https://www.dropbox.com/sh/4n8in9oidq0gbi9/AAB7HrYRnOXVJuyIqBK44BtIa?dl=0>

<http://hispasat4kfest.es>

Twitter: @Hispasat4Kfest

Facebook: www.facebook.com/hispasat4kfest.es