

HISPASAT participates in the first live broadcast with 4K HDR technology in Spain

- The operator will provide space capacity for broadcasting via satellite the Solemn Changing of the Royal Guard from the Royal Palace in Madrid.
- With this project, HISPASAT joins RTVE in taking another step forward in its commitment to technological and audiovisual innovation.
- The broadcast will take place on 5 July at 12:00pm and the event can be followed on the 4K channel undergoing testing by RTVE in Madrid, Barcelona and Sevilla.

Madrid, 30 June 2017. Spanish satellite telecommunications operator HISPASAT will be participating next week in the first live television broadcast in Spain using 4K HDR (High Dynamic Range) technology.

The satellite operator will collaborate with RTVE in offering the broadcast of the Solemn Changing of the Royal Guard from the Royal Palace in Madrid on 5 July at 12:00pm. Thus, HISPASAT joins RTVE in taking another step forward in its commitment to technological and audiovisual innovation. The event can be viewed on the 4K channel, currently being tested by RTVE, available in Madrid (channel 32), Barcelona (channel 43) and Sevilla (channel 36). The event can be followed through 4K HDR television sets.

Important companies of the sector, such as Ateme, Loewe, LG, Dolby, Cellnex, Albala, Abacanto, Grass Valley, Crosspoint, EVS, Moncada y Lorenzo, Canon and Huri, have participated with HISPASAT and RTVE in this pioneering broadcast at a national level. The National Heritage and Casa Real have also collaborated in the broadcast of the event.

Ultra High Definition (UHD) or 4K is one of the great technological revolutions of the audiovisual sector and it is evolving towards HDR (High Dynamic Range), a new standard of image quality that increases brightness, shine and balances light and shaded areas.

This broadcast is part of the activities of the RTVE Chair at the Universidad Politécnica de Madrid, established in January 2015, which has led to the development of a number of experiences in the field of Ultra High Definition (UHD). HISPASAT and RTVE have already worked together to promote UHD technology through the broadcast of content via satellite from the Botón Rojo of RTVE and through the live 4K broadcast via satellite of the opera 'Parsifal' from the Teatro Real, which took place in April of last year.

The Solemn Changing of the Royal Guard at the Royal Palace is held the first Wednesday of every month at noon and commemorates the daily changing of the guard that took place in the times of

King Alfonso XII and King Alfonso XIII. More than 400 people wearing period uniforms and 100 horses stage the changing of the guard as it was performed during those times.

About HISPASAT

HISPASAT is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. HISPASAT 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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