

## HISPASAT presents its new satellite video services in IBC 2019

- The operator is unveiling a unique technical solution that offers a catalogue of multimedia contents via satellite in maritime environments at its stand in Amsterdam.
- The visitors to the fair will also be able to watch the latest contents in 4K format from the "HISPASAT 4K" television channel freely available through the HISPASAT 30W-5 satellite within its European coverage.

**Madrid, 13 September 2019.**- HISPASAT, the Spanish satellite communications operator, will present its latest technological services for the multimedia market at its stand in the International Broadcasting Convention (IBC) 2019, which starts today in Amsterdam and continues until 17 September. Each year this fair brings together more than 85,000 professionals and companies related to the multimedia telecommunications sector from more than 120 countries to exhibit their most innovative services and products.

During the fair, visitors to HISPASAT's stand can enjoy the latest technological solutions that the operator offers for the mobility multimedia market by unveiling an on-demand satellite video service known as "Push VoD" for maritime environments. This technological solution allows telecommunications providers to offer their clients an appealing selection of multimedia contents on their mobile device (tablet, smartphone or laptop) which can be saved on the user's set-top box. A small satellite antenna and user equipment are all that is needed to receive this signal on the vessel. HISPASAT is collaborating with Quadrille, Vodomedia and Noovo as part of this demo at IBC 2019.

HISPASAT will also provide a live broadcast of its Ultra High Definition TV channel "HISPASAT 4K", which is freely available in Europe through the HISPASAT 30W-5. Over the last few months, HISPASAT has included several short films on this channel which have selected from the finalists and winners from different years of the *HISPASAT 4K International Short Film Festival*. This way the Spanish operator continues strengthening its position as a pioneer in distributing Ultra High Definition content, once again demonstrating its commitment to staying at the forefront of multimedia technology.

Visitors can see all this starting today until 17 September at **HISPASAT's stand in IBC 2019: 1A39**.

### 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 content distribution in Spanish and Portuguese speaking countries 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 and connectivity services, which include broadband access, mobility and the backhaul networks, in addition to other added value solutions for governments, companies 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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