

## HISPASAT displays its most advanced audiovisual innovations at IBC2016

- **Higher quality, greater flexibility and web services: three paradigms of the future of television that will be showcased at HISPASAT's stand.**

**Madrid, 8 September 2016.-** The Spanish satellite communications operator HISPASAT presents its latest innovations in the audiovisual market at the International Broadcasting Convention (IBC) 2016, which will begin tomorrow in Amsterdam and runs through 13 September. Every year the IBC brings together over 55,000 professionals and companies in the audiovisual telecommunications sector from more than 140 countries to present their most recent and innovative products.

At its stand HISPASAT will be presenting the three main paradigms that define the future of television:

- **Quality:** First it was High Definition, and then it was Ultra High Definition. This year the star of the IBC will be HDR technology (High Dynamic Range), which complements Ultra High Definition by providing more brightness, more intensity and better colourimetry. HISPASAT will present a demonstration of this technology based on the Dolby Vision system by American company Dolby, which HISPASAT has collaborated with for years on UHDTV technologies.
- **Flexibility:** Tablets, smartphones, laptops and other devices have already been incorporated into the audiovisual experience. At this year's IBC, HISPASAT will present innovations in SAT>IP technology, which allows content to be distributed via satellite to all kinds of IP devices connected to a domestic network. This time round, the operator will be presenting a demonstration of the live reception of TV and multiscreen distribution with the first TV screen ever to integrate an IP server. This demonstration is supported by Panasonic.
- **Web services:** The integration of broadcast and broadband networks will be key for the future of television. This year at the IBC, HISPASAT will present an important innovation that integrates a cloud video services platform with IP contribution via satellite. This way, customers can make direct contributions to the cloud in different formats and systems, and with a high level of efficiency in terms of costs and resources. In the demonstration, different scenarios of use will be presented, including live streaming and VoD services.



For this demonstration, HISPASAT is supported by CIRES21 and Syntelix.

All of this, and many more innovations, will be available for viewing at HISPASAT's stand at the IBC (1D40).

### **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](http://www.hispasat.com)