

HISPASAT participates in IBC 2017 to present its audiovisual innovations

- The operator will give a demonstration on 4K HDR reception using its H30W-5 satellite. HDR (High Dynamic Range) technology complements Ultra High Definition television by providing more brightness, intensity and better colourimetry.
- A demonstration on IP broadcasting via satellite will also be given during the convention with live recordings and interviews.

MADRID, 14 SEPTEMBER 2017.- The Spanish satellite communications operator HISPASAT will present its latest satellites and technological innovations in the audiovisual market at its stand at the International Broadcasting Convention (IBC) 2017, which begins tomorrow in Amsterdam. Every year this convention brings together over 75,000 professionals and companies in the audiovisual telecommunications sector from more than 140 countries to showcase their services and their most recent and innovative products.

At this important event, HISPASAT will show its new satellites, including the recently launched Amazonas 5 which extends the operator's capacity in the Americas. This satellite, which has 24 transponders on the Ku-band and coverage over Central and South America, will allow more than 500 television channels to be broadcast, providing direct-to-home (DTH) television services, and it will be of great importance in promoting 4K television in the region. Furthermore, this satellite incorporates 34 spots on the Ka band that will provide connectivity services to more than half a million people in Latin America.

The operator will also give several live demonstrations at its stand. One demonstration will be given via satellite in collaboration with Dolby Vision through audiovisual reception in 4K HDR format (HDR 10 and Dolby Vision simultaneously) using the HISPASAT H30W-5 satellite, with content provided by TVE (Spanish Television). Reception and display at the stand will be carried out via this satellite and a decoder connected to a 4K HDR television. HDR (High Dynamic Range) technology complements Ultra High Definition by providing more brightness, intensity and better colourimetry.

Likewise, in collaboration with the companies Sematron and Syntelix, a second live demonstration will be given on IP broadcasting by satellite. During the convention, interviews and recordings carried out will be transmitted and received via satellite to be later broadcast online with VOS (video over social media).

All of this, and many more innovations, can be seen from tomorrow until 19 September at the **HISPASAT stand at IBC 2017: 1C37**.

Lastly, HISPASAT will collaborate with the company Newtec in its demonstration on S2X channel bonding which optimizes the broadcast of high bandwidth video channels. This demonstration can be seen at the Newtec stand at IBC (1A49).

About HISPASAT

HISPASAT is made up of companies with a presence in both Spain and in Latin America, home to its Brazilian subsidiary HISPAMAR. HISPASAT is a leader in the broadcasting and distribution of content in Spanish and Portuguese, including the transmission of major direct-to-home (DTH) television and High-Definition Television (HDTV) platforms. HISPASAT also provides satellite broadband services and other added value solutions to governments, corporations and telecommunication operators in America, Europe and North Africa.

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