



***Baraka*, by Néstor Ruiz Medina, and *Graffiti*, by Lluís Quílez, winners of the HISPASAT 4K International Festival**

- ***Apolo 81*, by Óscar Bernàcer; *Las vacas de Wisconsin*, by Sara Traba; *Ángel caído*, by Fran Parra; and *Palabras de caramelo*, by Juan Antonio Moreno Amador complete the list of competition winners.**
- **The six winning short films, as well as the 4K digitalised copy of the 1914 classic *Clarita y Peladilla en el Football* by Benito Perojo, were screened in 4K during the closing ceremony held at the Círculo de Bellas Artes art centre in Madrid.**

Madrid, 19 October 2017.- The closing ceremony of the HISPASAT 4K International Festival was held tonight at the Círculo de Bellas Artes art centre in Madrid. This event announced the six winning films of the third edition of the competition, one of the first in the world entirely dedicated to short films shot and post-produced in 4K format.

The jury responsible for determining the winners of this third edition was made up of Actress Marian Álvarez (*Lo mejor de mí, La herida*), Director Juan Cavestany (*Esa sensación, Gente en sitios, Dispongo de barcos*), Actress Nathalie Poza (*El otro lado de la cama, Julieta, No quiero decir adiós*), Jesús Ulled Nadal (Director of CINE365 Film), Guillermo Niño (Senior Manager of Broadcast, OTT and Home Video at Dolby Laboratories), Edith Martínez Odriozola (Director of the Department of Culture and Society at TVE), Miguel Ángel Doncel (CEO of SGO), Santiago Sanz (Business Manager of Optical Devices at Fujifilm Spain), Javier Valdés (founding partner of Ad Hoc Studios) and Luis León Luri (Department of programming and content management at Atresmedia). Ignacio Sanchis (Business Director at HISPASAT) was the president of the jury.

After noting the quality of the films submitted to the competition, the jury decided to grant the following awards:

- **HISPASAT AWARD FOR BEST SHORT FILM: *Baraka***, by Néstor Ruiz Medina (Spain, 2016, 22'06").
- **CINE365 FILM AWARD FOR BEST DIRECTOR: *Graffiti***, by Lluís Quílez (Spain, 2016, 25').
- **DOLBY/ADHOC AWARD FOR BEST SOUND: *Palabras de caramelo***, by Juan Antonio Moreno Amador (Spain, 2016, 20').
- **FUJIFILM/SGO AWARD FOR BEST CINEMATOGRAPHY: *Ángel caído***, by Fran Parra (Spain, 2017, 17').



- **RTVE AWARD FOR BEST SHORT FILM FROM A FILM ACADEMY: *Las vacas de Wisconsin***, by Sara Traba (Spain, 2016, 15').
- **ATRESERIES AWARD FOR BEST SHORT FILM FOR TV: *Apolo 81***, by Óscar Bernàcer (Spain, 2015, 11'45").

During the event, Carlos Espinós, CEO of HISPASAT, highlighted how quickly Ultra High Definition (UHD) technology is being implemented and its excellent prospects for the near future. According to the information he provided, it is estimated that in 2025 there will be more than one thousand television channels in 4K, 785 of which will be broadcast via satellite, and approximately 400 million households will have a 4K TV.

He also noted the technological advances made in HDR (High Dynamic Range), which makes it possible to reproduce a wider luminance range in order to provide greater contrast, more brightness, and more shades of colour, thus achieving a more realistic image.

Espinós emphasised the role of HISPASAT as a driving force behind Ultra High Definition technology since its start, and he expressed his gratitude for the excellent response received by the Hispasat 4K International Festival among short filmmakers as well as companies in the sector. A total of 127 short films from 17 different countries were submitted to this third edition of the competition, which was open to films in any genre, produced as of 1 January 2015 and with a maximum duration of 25 minutes.

The six winning short films, as well as the 4K digitalised copy of the 1914 classic *Clarita y Peladilla en el Football* by Benito Perojo, were screened in 4K during the ceremony. Óscar Graefenhain, director of ICAA (Institute of Cinematography and Audiovisual Arts, into which FilMOTECA Española is integrated) thanked RTVE and HISPASAT for this project, carried out as part of the festival and with which they aimed to contribute to the restoration of the Spanish film heritage.

The ceremony brought a brilliant close to an event dedicated to film and 4K technology. Different activities were held throughout the day, such as the anticipated preview in Madrid of *The Maus* by Yayo Herrero, shot and post-produced in 4K, and several round table discussions on the different matters involved in the use of this new technology.

The Hispasat 4K International Festival renewed its commitment to the 17 Sustainable Development Goals of the United Nations for another year, with special mention made of the short film "Palabras de caramelo" by Juan Antonio Moreno Amador for promoting human values.

HISPASAT, the Spanish satellite communications operator and leader in distribution of content in Spanish and Portuguese, organised this international short film festival to inspire the creation and display of audiovisual content recorded in 4K, the latest technological



revolution in the audiovisual sector, in order to make it available as soon as possible to film and television viewers.

The contest is sponsored by the production house Cine365 Film, leading companies in the film production sector such as Dolby Laboratories, SGO, Fujifilm and the sound studio Ad Hoc Studios, as well as RTVE, the television channel leading the way in innovation in this technological field in Spain, and Atreseries, which given its role as distributor of audiovisual content, have joined the initiative this year.

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