

## HISPASAT presents its latest audiovisual news in “NAB 2018”

- **The Spanish operator will show some of its latest audiovisual contents that have been incorporated into the “HISPASAT 4K” television channel in its stand at NAB 2018.**
- **HISPASAT continues to promote innovation and is exhibiting its new satellite reception terminals in its stand.**

**Madrid, 9 April 2018.-** HISPASAT, the Spanish satellite-based communications operator, presents its latest news for the audiovisual market in the NAB (National Association of Broadcasters) Show 2018, held in Las Vegas from 9 to 12 April. Each year this event brings together more than 100,000 visitors from more than 160 countries related with the audiovisual telecommunications sector to present the latest technological news in the world of television and communications in general.

The company continues to promote the development of 4K-format technology which provides viewers greater definition, brightness, intensity and depth of colour. From its stand (SU7825), the operator will take advantage of this event to showcase some of the latest audiovisual contents which have been incorporated in the “HISPASAT 4K” television channel. Last October these contents were awarded during the International Short Film Festival organised by the satellite operator: “Baraka”, by Néstor Ruiz Medina (HISPASAT Award for best short film), “Palabras de caramelo” (Candy Words), by Juan Antonio Moreno Amador (DOLBY/ADHOC Award for best sound), “Las vacas de Wisconsin” (The Cows of Wisconsin), by Sara Traba (RTVE Award for best short story from a cinema school) and “Apolo 81” (Apollo 81), by Óscar Bernàcer (ATRESERIES prize for best short film for television).

Satellites are the most powerful and reliable transmitting vehicles in order to broadcast this type of high-quality content. HISPASAT has recently incorporated the Hispasat 30W-6 (H30W-6) into its fleet which will reinforce the distribution of audiovisual contents in Latin America, allowing access to more than 50 million users through its audiovisual distribution platforms. The operator will present the capacities and coverage areas of this new satellite in NAB.

On the other hand, HISPASAT, which continues working in order to promote innovation, will showcase new, advanced satellite terminals in its stand to respond to different needs. Firstly, the operator offers a solution to provide more optimised satellite-based triple play services through a hybrid Ku/Ka terminal which it has developed together with the company Global Skyware. This system allows satellite-based data, voice, and video services to be integrated in a single terminal, which offers the advantage of being able to use a single antenna to receive both audiovisual contents in the Ku band as well as data services in the Ka band.

Lastly, HISPASAT will exhibit the new developments of the small, modern communications terminals from the company hiSky, through which it can provide instant messaging, voice and data services oriented to the IoT (Internet of Things) in Spain, as well as in Portugal, Latin America and the north of Africa. This novel technology, known as “phase-array”, considerably reduces the antenna size and allows for the electronic bearing of the beam, thus allowing the terminal to be installed and configured by people without specific knowledge.

#### 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 audiovisual 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 and connectivity services which include Internet access, mobility and the extension of mobile networks, in addition to 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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