



## MEDIA RELEASE

### AsiaSat and Digital Magic join hands to create original UHD content for '4K-SAT'

**Hong Kong, 29 July 2016** – Asia's premier satellite operator Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)) is collaborating with [Digital Magic](#), an industry-leading provider of advanced imaging solutions to co-produce UltraHD (UHD) content for AsiaSat's UHD channel '[4K-SAT](#)', on AsiaSat 4 at 122°E.

The co-production includes a knowledge-based UHD mini-series on satellite communications to provide an easy-to-understand introduction to topics such as how a satellite works, how it serves people and how it is used in broadcasting high quality content.

"Compelling content is the key to drive UHD viewership. Creating original content is the first step of our collaboration with Digital Magic. Digital Magic is an industry renowned content producer in UHD and VR. We look forward to developing more together for our audience in Asia," said Sabrina Cubbon, Vice President, Marketing and Global Accounts of AsiaSat.

"We are delighted to partner with AsiaSat, Asia's UHD satellite broadcasting pioneer to create original, insightful content to educate and inform our viewers in the region. Initial content viewing among youth has suggested that this is a meaningful attempt to broaden public interest and knowledge in space and communications," said Percy Fung, Production Director of Digital Magic.

AsiaSat's '4K-SAT' channel is currently broadcasting a variety of full UHD content. Major TV operators in the Asia-Pacific have access to it via AsiaSat 4.

'4K-SAT' is available free-to-air on AsiaSat 4 with the following reception parameters:

Orbital Location: 122°E

Transponder: A4-C13H

Downlink Frequency: 4120 MHz

Downlink Polarisation: Horizontal

Transmission Standard: DVB-S2

Compression Standard: HEVC

Modulation: 8PSK

Symbol Rate: 29.72 Msym/sec

FEC: 5/6



**About Digital Magic**

Digital Magic is a Hong Kong based company serving the advanced imaging fields, from movies, TV commercials, corporate and large venue content production. Technologies covered: 3D stereo, 3D Autostereo, Virtual Reality (VR), Panorama and Dome cinema, D-Cinema DI and DCP services, animation and Vfx, Aerial filming, Large Venue cinema design and system integration. Their work spans across continents with service bases in China, the Philippines and USA. For more information, please visit [www.digitalmagic.com.hk](http://www.digitalmagic.com.hk)

**About AsiaSat**

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading satellite operator in Asia, serves over two-thirds of the world's population with its six satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 700 television and radio channels are now delivered by the company's satellites offering access to more than 830 million TV households across the Asia-Pacific region. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in early 2017. AsiaSat is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit [www.asiasat.com](http://www.asiasat.com)

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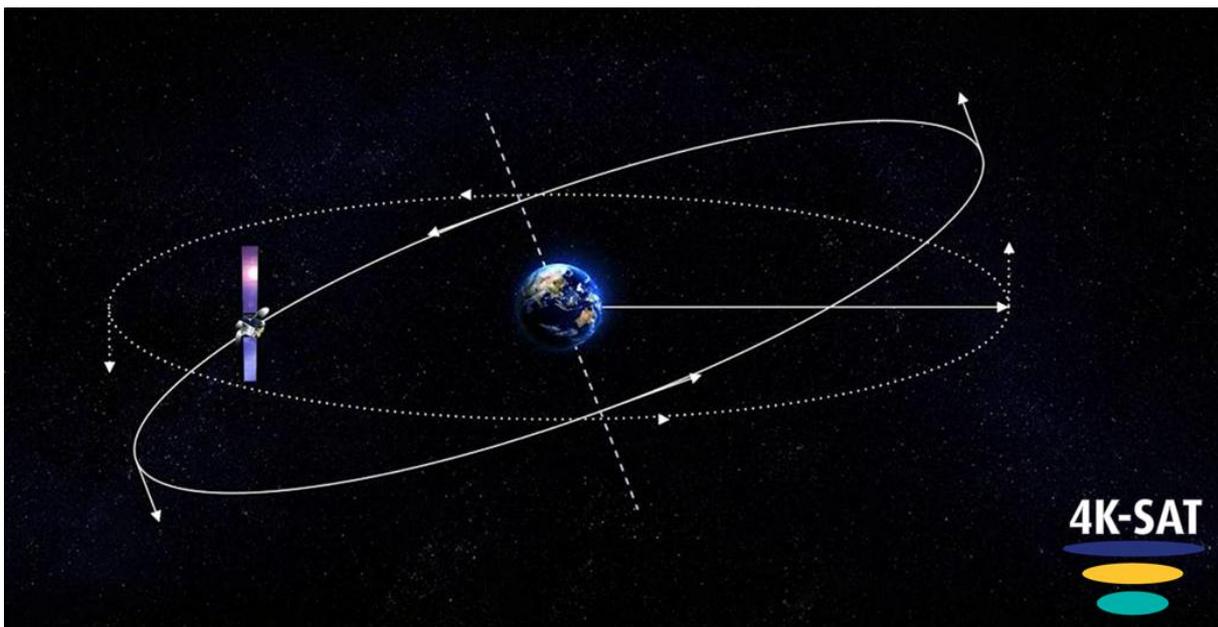
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AsiaSat co-produces an UHD mini series with Digital Magic on satellite communications