



## Press release

### **World's First Ultra HD HDR Travel Channel Travelxp 4K Makes German Debut on HD+ via SES**

Travelxp 4K expands internationally by leveraging SES's German platform HD+, its satellite fleet, and its affiliate MX1

Luxembourg, 12 December, 2017 – Travelxp 4K, one of the world's leading travel and lifestyle television channels, will start delivering its programmes in Ultra HD (UHD) and High Dynamic Range (HDR) to HD+ viewers across Germany as of 13 December 2017. The channel will be broadcast via Astra 19.2 degrees East and will rely on MX1 for playout and uplink services.

Travelxp 4K is also one of the first networks in the world to broadcast in High Dynamic Range, a feature that provides better contrast and greatly improves the viewer experience. Thanks to that technology, HD+ customers can enjoy holiday destinations from around the world from the comfort of their own homes without any additional costs – in a picture quality that is almost as good as real-life.

The Ultra HD HDR channel was first launched on SES's North American Ultra HD platform, nearly a year ago. The growing SES content line-up in North America, which also features NASA TV UHD, Fashion One 4K, C4K360, UHD1, 4KUNIVERSE, Funbox UHD, Nature Relaxation 4K, the SES demo channel, INSIGHT TV and The Country Network.

"Travelxp 4K made its world debut in Ultra HD with SES almost a year ago and we have continued to innovate with SES ever since," noted Prashant Chothani, CEO of Travelxp. "We are delighted that our partnership with SES's media platform HD+ will soon enable German viewers to enjoy our content on Travelxp 4k. The channel will initially launch in English, but from the beginning of 2018, viewers will also be captivated by our visually stunning, well-produced German content,"

"By leveraging our global infrastructure, our unique product portfolio and our commitment to new TV technologies, we have fast become the leader in Ultra HD," said Ferdinand Kayser, CEO of SES Video. "The combination of ASTRA capacity, MX1 services and the HD+ media platform creates a strong formula that allows Travelxp 4K to introduce its Ultra HD content in Germany. With the addition of Travelxp 4K to its bouquet, HD+ is entering the next phase of the Ultra HD development in Germany, continuing what started two years ago with the first Ultra HD demo channel."

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