



## **Rai Strategie Tecnologiche screens first Ultra HD documentary produced with Eutelsat**

**Paris, Rome, 15 April 2014** – “*Roma, Napoli, Venezia... in un crescendo rossiniano*”, a new documentary shot in Ultra HD/4kTV by Rai Strategie Tecnologiche in collaboration with Eutelsat, was given its first screening to industry experts and media in Rome on April 14. Directed by Lina Wertmüller, the documentary exploits the exceptional image quality of 4k to display the artistic and cultural heritage of Rome, Naples and Venice.

The shared objective of Italy's public broadcaster and Eutelsat was to validate shooting and production technologies for the groundbreaking 4k standard that offers a definition four times higher than today's High Definition Television and is poised to be the next stepchange in broadcast viewing.

Eutelsat announced that the documentary will be broadcast later this month through one of its Ultra HD satellite demonstration channels on EUTELSAT 10A using HEVC encoding.

Speaking at the screening in Rome, Eutelsat Italia CEO Renato Farina, confirmed “Eutelsat's commitment to sharing expertise and resources for the advancement of Ultra HD at every stage of the production and transmission chain. Since the launch in January 2013 of Europe's first Ultra HD channel via a Eutelsat satellite, we have partnered with industry-leading players to support 4k. This collaboration with Rai underscores our strategy and adds to the growing library of exceptional content able to deliver an immersive experience to viewers.”

Luigi Rochi, Director of Rai Strategie Tecnologiche added: “This project illustrates the technological innovation that Rai has identified as priority objective on its roadmap for the future and our commitment to display original content with new production methods.”

### **About Eutelsat Communications**

Established in 1977, Eutelsat Communications (NYSE Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 36 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit [www.eutelsat.com](http://www.eutelsat.com)

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