



Red Bull gives “Wings to 4k” with Eutelsat, IDC and ATEME

Ultra HD demo at IBC to show live content filmed by Red Bull from its iconic Hangar-7 studio in Salzburg, Austria

Paris, Salzburg, 9 September 2014 – Red Bull is giving wings to Ultra HD at this week’s IBC in Amsterdam. Together with partners, Eutelsat, IDC and ATEME, Red Bull is launching the “Wings to 4k” project to display its content on Ultra HD screens located on the Eutelsat and IDC stands at the show.

Red Bull Media House is producing live and pre-produced 4k content at Red Bull’s flagship Hangar-7 studio in Salzburg, Austria. Hangar-7 is a unique building housing the historical Flying Bulls aircraft fleet and Formula 1 race cars. It also offers space for art exhibitions and, together with its Ikarus restaurant, is an events location and a meeting point for art lovers.

Live acts from Hangar-7 will include Red Bull athletes and music. Red Bull producers will film with cameras operating at 50 frames per second, encoded with ATEME’s TITAN Live Ultra HD HEVC (High Efficiency Video Coding) encoder directly on site at Hangar-7. The content, with BISS encryption, will be broadcast through the EUTELSAT 5 West A satellite and decoded using the IDC Pro Cinema 4K Decoder for display at IBC from September 12 to 15 on the Eutelsat (D.59) and IDC stands (C.29) in Hall 1.

Markus Fritz, Director of Commercial Development & Marketing at Eutelsat, said: *“We are delighted to work on this exceptional project with Red Bull and our partners, IDC and ATEME. Red Bull gives us the opportunity to inject fast-moving content into our demonstration platform on EUTELSAT 5 West A and show it to the global broadcast community assembling at IBC. “Wings to 4k” is another important example of HEVC encoding combined with 50 frames per second and how it can contribute to 4k deployment in the broadcasting chain and across the whole industry.”*

Andreas Gall, CTO of Red Bull Media House, said: *“This partnership allows us to show the capabilities of cutting-edge media technology. We look forward to getting our first hands-on experience with live production and distribution of 4k content, and we are proud to continue our course as an innovative media enterprise.”*

About Eutelsat Communications

Established in 1977, Eutelsat Communications (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 37 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

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About Red Bull Media House

Red Bull Media House is a multi-platform media company with a focus on sports, culture and lifestyle. As an umbrella brand, Red Bull Media House offers a wide range of premium media products and compelling content across media channels as diverse as TV, mobile, digital, audio and print, with core media offerings that appeal to a global audience. For more information: www.redbullmediahouse.com

About ATEME:

ATEME is a world leading provider of HEVC, MPEG-4 / H.264 and MPEG-2 bandwidth efficient compression technology. ATEME encoding solutions are deployed widely for broadcast contribution links, distribution, multi-screen live streaming, OTT and VOD applications. More information is available at www.ateme.com.

About International Datacasting Corporation:

International Datacasting Corporation (TSX: IDC) is a global technology provider for the world's premiere broadcasters in radio, television, data and digital cinema. IDC's products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, 3D live events, satellite news gathering, sports contribution, VOD, and IPTV. IDC is headquartered in Ottawa, Canada, with regional offices in Arnhem, the Netherlands and in San Diego, California. For more information visit: www.datacast.com.