



# High4K

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4K TV channel

# High4K Introduction



## Changing the Face of Television As We Know It

Headquartered in NY with offices in Hong Kong and London High 4K is the First International 24/7 Ultra High Definition Entertainment Channel that features a unique mix of Travel, Entertainment, Lifestyle, Sport and original Content in 4K. High 4K benefits from Large production capacities Worldwide and will unveil the largest 4K VOD Library in the World with more than 100 hours each year of premium 4K programs, such as: Travel, Cooking shows, Animation, Drama series, Movies and Hollywood Content.

For the first time in the growing field of 4K Television, The viewers will have access to a wide spectrum of 4K content, including Fashion, Fitness, Celebrity Gossip, Travel and much more.

**COOL**  
Technology  
+  
**INTERESTING**  
fresh content  
= **FASCINATING TELEVISION**  
**HIGH4K is FASCINATING TV**

## Spearhead the Revolution

For the first time in the growing field of 4K television, your viewers will have access to a wide spectrum of 4K content, including Movies Fashion,fitness, celebrity gossip, Fitness, travel and much more.

Not only early adopters, but anyone who loves Television will embrace the opportunity to receive the level of content which they have become accustomed to – with the added bonus of the breathtaking 4K experience.



Lead the Entertainment Industry's Next Revolution  
**Own Your Country's 4K Market!**

## Something for Everyone – In 4K

High4K understands the variety of interests held by television audiences today, and aspires to accommodate these interests with a unique fusion of original productions in Native 4K and excellent programs attentively handpicked from the best production houses around the world.

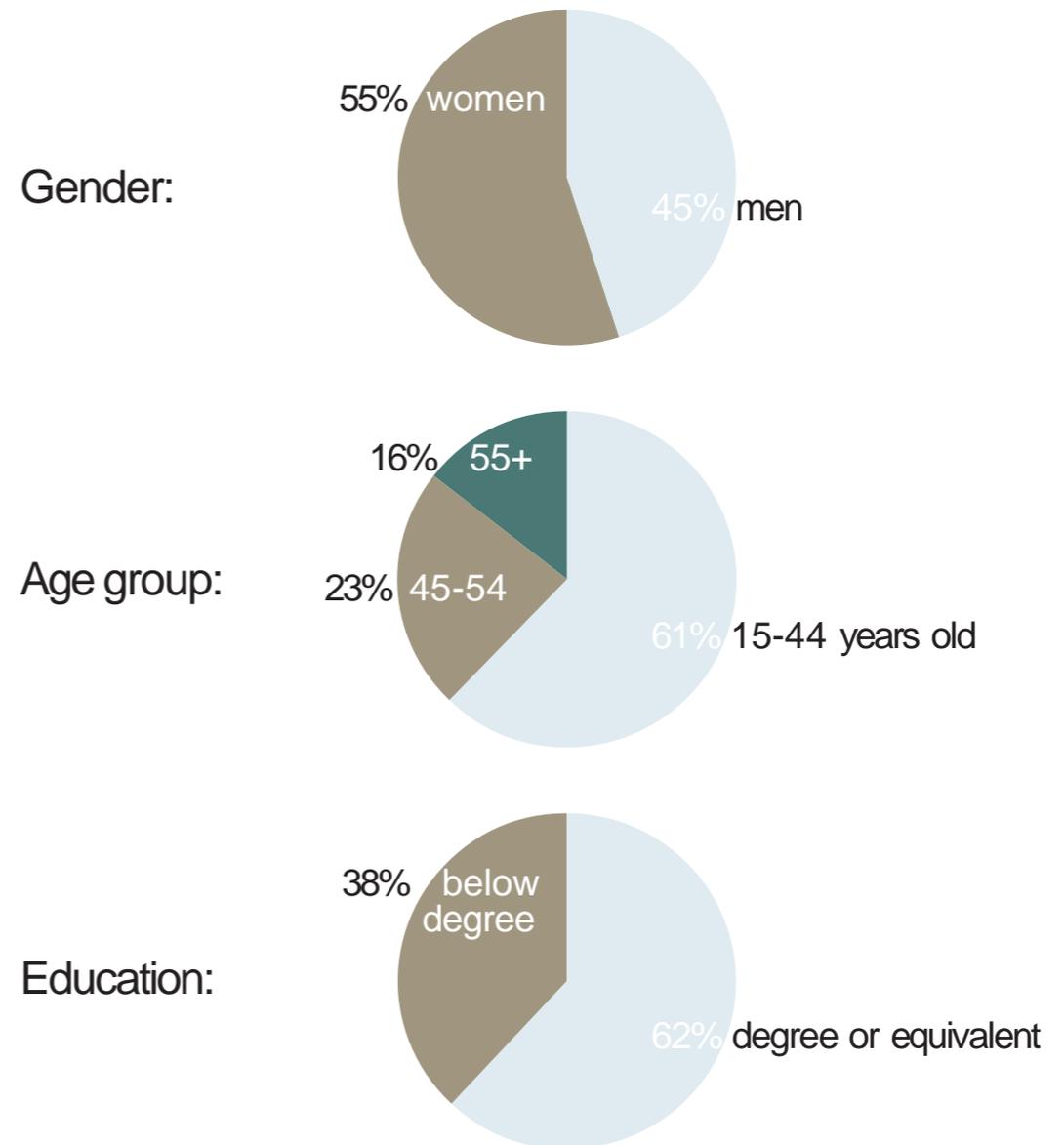


## HighTV

caters to the widest common denominators in age, gender and socio-economic groups, by enhancing unique content with cutting edge technology.

This is the moment to establish yourselves as pioneers of the next revolution in the world of home entertainment, bringing your viewers the latest technological advancements - and at the same time providing them with extensive top-quality content.

### HighTV Viewers Are:



**Now is the time to gain your client's  
loyalty towards the 4K TV era.**

## Tailor Made TV

High4K has retained the services of the world's largest international research companies to analyze viewership habits throughout the day. We have carefully constructed the broadcasting schedule according to the findings of this analysis, in order to draw as many viewers to the screen as possible at any given time slot:

when	who	what
Breakfast Television: 7AM-9AM	67% - Women ages 25-43.	According to research women have been reluctant to adopt 4K TV due to lack of appealing content. High TV offers you an opportunity to change that: Fitness, Fashion and General DLifestyle shows in amazing 4K presentation will extend the appeal of 4K TV to women around the globe, and finally tap into this untapped market.
Daytime Television 1: 9AM-1PM	"Stay at home demographics", including housewives and househusbands, unemployed, sick, etc.	Reality shows and Hollywood gossip along with carefully chosen morning soap operas and dramas from around the world will appeal to a high common denominator of viewers, and cater to the full spectrum of this diverse demographic group.

when	who	what
Daytime Television 2: 1PM-4PM	75% - "Back from school" – ages 15-22	Exciting new reality shows, celebrity gossip and entertainment news programs will keep your younger audience glued to the screen at the crucial "Back from school" time slot.
Off-Prime-Time 1: 4PM - 6PM ----- Off Prime Time 2: 6PM-8PM	Back from work ----- The entire family	High TV's Off-prime-time will stand out amongst its competitors as it will include top quality 3D content, featuring fashion shows from the hottest runways, and fascinating travel shows unraveling the mysteries of top travel destinations around the world.
Prime Time: 8pm-10:30pm	The entire family	During Prime Time High TV will present original programs as well as Hollywood Blockbusters, all in mind blowing 4K broadcast, grabbing the attention of the entire family and drawing them to the screen.
Live Music: 10:30 PM-1AM		Live performances from the biggest stars in the global music industry in amazing 4K broadcast!
1AM- 7AM		This time slot will feature repeats of some of our most popular programming, attracting all the nocturnal viewers who appreciate quality TV - even late at night.

## More Fresh 4K Content than Ever Before

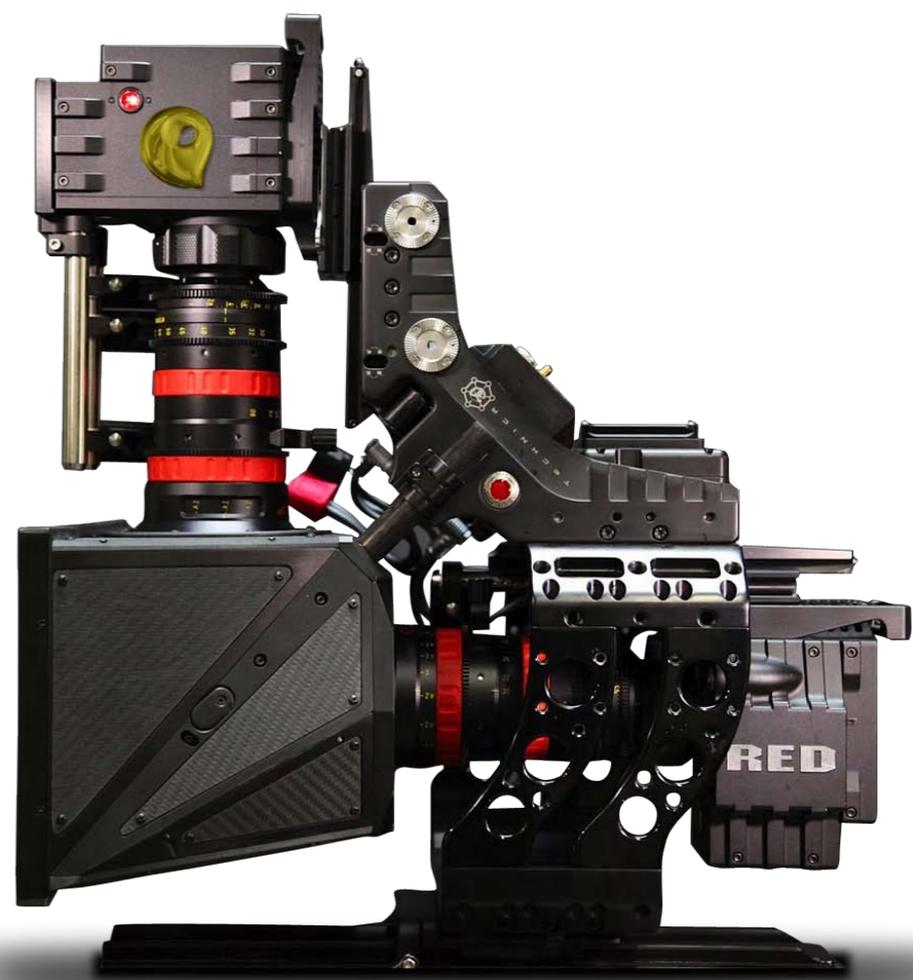
High4K is ahead of the curb with 5 hours of fresh content EACH WEEK, leaving behind most competing 4K channels which currently offer around 1 hour of fresh content PER MONTH.

High4K will broadcast 200 hours of native 4K content during its first year, and is creating 100+ hours of quality content for each year to come.

No more will 4K TV viewers have to settle for a never-ending loop featuring the same worn out content over and over; With High TV you will be able to provide your clients with new and exciting content at an impressive refreshment rate, which will magnetize them to the screen each and every day of the year.



# High4K Technology





Not only early adopters, but anyone who loves Television will embrace the opportunity to receive the level of content which they have become accustomed to – with the added benefit of the breathtaking 4K Experience.

High TV Distributed to over 1 billion households around the Globe and will be distributed in MPEG-4 compression, DVB-S2 broadcast standard and will be played out from our Facilities using Digital workflow which deploys Elite Production teams all over the Globe. High 4K utilize proprietary Equipment specially created and constructed for producing the very best 4K images in the world.

High 4K's Filming Equipment was specially created to ensure an extremely high color and clarity, thus guaranteeing an unparalleled image quality.

The High4K team is constantly looking to the future, Continuing to develop EVEN BETTER technology and 4K content.

We are in ceaseless pursuit of the next new groundbreaking innovation To wow our viewers and enable them to receive the very best and very latest in entertainment.



## **And All This Is Only the Beginning...**

The HighTV team is constantly looking to the future,  
Continuing to develop EVEN BETTER 4K technology and 4K  
content.

We are in ceaseless pursuit of the next new groundbreaking  
innovation  
To wow your viewers and make them stick around  
to see what comes next...

**HighTV is Fascinating TV**



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