



## Dishtv Launches Tru High Definition (HD) Service

- *Dishtv users to enjoy enhanced TV viewing experience*
- *Offers football fan's the highly anticipated FIFA World Cup 2010 on High Definition*
- *Exclusive Tie-up with ZEE TV HD and ZEE Cinema HD*

New Delhi, 27<sup>th</sup> May'10: Redefining television viewing in India, Dishtv, India's largest Direct-to-home company, has today announced the launch of High Definition (HD) Service - **Dish Tru HD** on its platform. This offers the best high definition audio video experience to its viewers and takes television viewing to an entirely new paradigm.

The **Dish Tru HD** creates an audio visual sensory experience that is far richer, deeper and more panoramic than standard definition viewing. Dishtv HD brings exceptionally clear, crisp pictures with vivid colors, upto five times more picture detail and upto 3 times enhanced sound quality, than standard definition.

For many years HD Ready TV's are being sold in India but the consumers have been unable to enjoy the benefit of HD technology due to lack of HD distribution and HD programming. For the first time, viewers will be able to unleash the true power of their HD TV by receiving an end to end HD experience from programming to distribution to the decoder at the consumer's home all in the true HD format.

Speaking on the occasion **Jawahar Goel, Managing Director, Dishtv** said "The next level of digital entertainment revolution in HD, is all set to be unleashed. As the pioneer and undisputed leader in the Indian DTH industry, we are committed to delighting our customers and offering innovations to enrich their TV viewing experience. **Dish Tru HD** marks a significant leap forward, enhancing our offerings, expanding our product portfolio and providing our viewers an opportunity to enjoy the highest digital quality available. Moreover, Our partnership with leaders in GEC and cinema content – Zee, and with the leaders in sports programming - ESPN Star Sports, significantly enhances our content portfolio, to deliver best in class content to our subscribers and provide them their favorite channels in a superior viewing experience."

Speaking on the occasion, **RC Venkatesh, Managing Director, ESPN Software India Pvt Ltd**, said, "ESPN STAR Sports has always set benchmarks in the way top flight sports is produced and consumed in Asia by its fans. In line with that, the soccer fans in the country will be able to enjoy FIFA World Cup 2010 telecast in high



definition on Dish TV. The HD telecast will immensely enrich the experience of soccer fans as they get ready for the most eagerly anticipated sporting event this year. The ESPN STAR Sports bouquet has been on the Dish TV platform ever since its launch in 2004. The growth over these years has been very impressive and we believe that this partnership will only go from strength to strength in the future.”

**Punit Goenka, MD & CEO, Zee Entertainment Enterprises Limited (ZEEL)** said, “The Indian consumer is today aware and exposed to the best broadcast technological advancements. As pioneers in the Media & Entertainment space, our endeavor has always been to complement entertaining programming with the latest technology. We are delighted that the consumers of Dish TV will now get to see our flagship channels Zee TV & Zee Cinema on the HD Platform that will offer great viewing experience for the Indian television audience.”

At the commencement of its HD service, Dish tv has an exclusive tie-up with Zee Entertainment Enterprises Ltd. to offer its flagship channel Zee TV and the most popular Hindi Movie Channel Zee Cinema on its HD platform.

In another first, Dish tv will offer football aficionados the highly anticipated FIFA World Cup 2010 on High Definition, which offers viewers a near-stadium experience with 1080i resolution.

The channels which **Dish Tru HD** offering includes Zee TV HD, Zee Cinema HD, Discovery World HD, National Geographic HD and FIFA World Cup broadcasted by ESPN on HD.

#### **Dish Tru HD features:**

- **5 times sharper picture clarity:** Experience clear, more vibrant and sharper pictures.
- **Theatre like stereophonic sound:** A sound that gives the true cinematic experience.
- **Variable aspect (screen) ratio:** A normal 4:3 as well as 16:9 for wide screen HD quality experience.
- **Vivid Colors:** Experience true colors only with **Dish Tru HD**.
- **HDMI:** The High Definition Multimedia Interface transfer the HD signals to your TV, so that you receive the true HD experience.
- **SPDIF connector:** This would enhance your audio visual HD experience through the Home Theatre



- **1080i:** 1080i is an interlaced HDTV video mode. It implies a horizontal resolution of 1920 pixels and a frame resolution of 1920×1080 or about 2.07 million pixels. This is an astounding ten times better resolution and picture quality.

HDTV is considered as one of the world's best digital broadcast platforms with a higher resolution than traditional television system. The images and pictures appear more clear and sharp and sound quality is also enhanced. HDTV will improve the viewer experience by about 5 times over a regular television.

### **About Dish TV India**

Dish TV is India's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform ~ 250 channels & services including 21 audio channels with over 7 million subscribers, which is growing. Dish TV has a vast distribution network of about 900 distributors & 48,000 dealers that spans around 6600 towns across the country. Dish TV has 24\* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit [www.dish.tv](http://www.dish.tv)

### **About Zee Entertainment Enterprises Limited**

Zee Entertainment Enterprises Limited (Zee) is one of India's leading television media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 80,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, Zee houses the world's largest Hindi film library. Through its strong presence worldwide, Zee entertains over 500 million viewers across 167 countries.

Pioneer of television entertainment industry in India, Zee's well known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Ten Sports, Zee Sports, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zing and ETC Music. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Bangla, Zee Telugu, Zee Kannada, Zee Talkies, Zee Cine malu and ETC Punjabi. More information about Zee and its businesses is available on [www.zee.com](http://www.zee.com).

### **About ESPN STAR Sports**

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay-TV services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of over 300 million viewers in Asia. ESPN STAR Sports has 19 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN SEA, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN SEA 2,



ESPN Taiwan, MBC-ESPN (Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports SEA, STAR Sports SEA 2, STAR Sports Taiwan, STAR Cricket, ESPNEWS and ESPN HD.

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, [espnstar.com](http://espnstar.com), [espnstar.com.cn](http://espnstar.com.cn) and [espnstar.com.tw](http://espnstar.com.tw) interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, mobile ESPN enables the serious sports fan to follow their favourite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis.

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