



HighTv

3D TV channel

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Highlight TV

HighTV Introduction



Changing the Face of Television As We Know It

There is no doubt that the new 3D displays bring a new dimension to the television screen: A kind of entertainment experience that viewers around the world have yet to encounter within their own living room.

However history teaches us that the spectacle of a new technological advancement, thrilling as it may seem at first, loses its charm very quickly without the solid infrastructure of excellent content.

We would like to offer you the unique opportunity to be the first to bring to your viewers the FULL 3D TV EXPERIENCE:

A winning combination of cool technological innovations and interesting and diverse content. Or in other words:

COOL

Technology

+

INTERESTING

fresh content

= **FASCINATING TELEVISION**

HIGHTV is FASCINATING TV

Spearhead the Revolution

For the first time in the growing field of 3D television, your viewers will have access to a wide spectrum of 3D content, including fashion, fitness, celebrity gossip, shopping, 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 3D experience.



Lead the Entertainment Industry's Next Revolution
Own Your Country's 3D Market!



High TV Audience

Entice & Excite

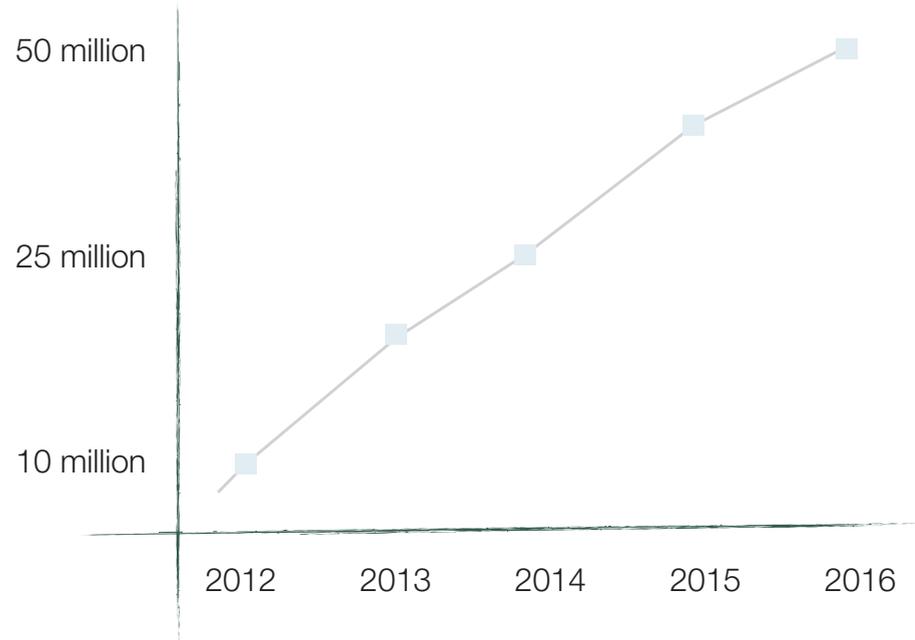
TV has been around for a while, and viewers are now looking for an intensified entertainment experience, different to what they have come to know so well in the last 60 years.

But the well informed audience of the Information Era will not settle for mere gadgetry, captivating as it may be. They want high quality content which will entice and excite them, within the unique experience only 3D TV can provide.

An Untapped Market

3D TV sales currently stand on approximately 3.5 million 3D-ready television sets sold world round. At the end of 2011, leading market research and consulting companies published analysis reports predicting a significant growth in 3D TV equipment sales during the next five years.

3DTV Sales Forecast :



Insight Media expects nearly 10 million 3DTV displays to be sold in 2012, with 17 million the next year, 25 million in 2013, 35 million in 2014 and nearly 50 million the following year. That represents cumulative sales of 140 million displays over the next six years.

However, as many experts and critics have recently stated, this optimistic forecast relies on the availability of compelling contents to drive demand.

And compelling contents is exactly what HighTV is offering you today.

Something for Everyone – In 3D

HighTV understands the variety of interests held by television audiences today, and aspires to accommodate these interests with a unique fusion of original productions in 3D and excellent programs attentively handpicked from the best production houses around the world.

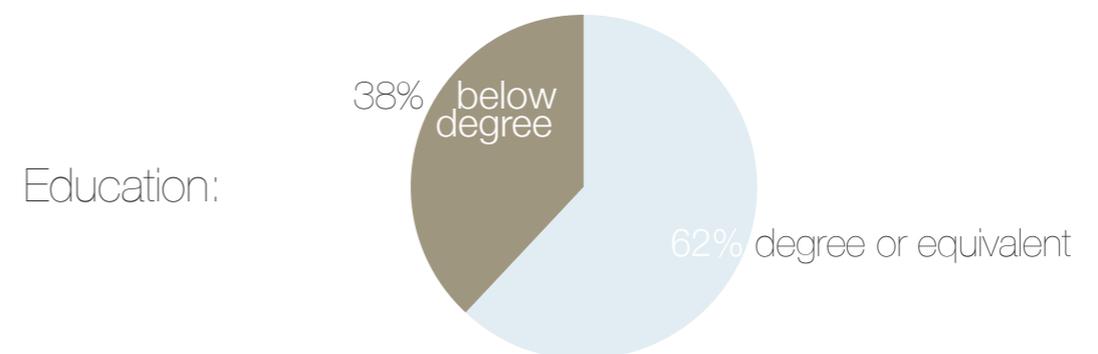
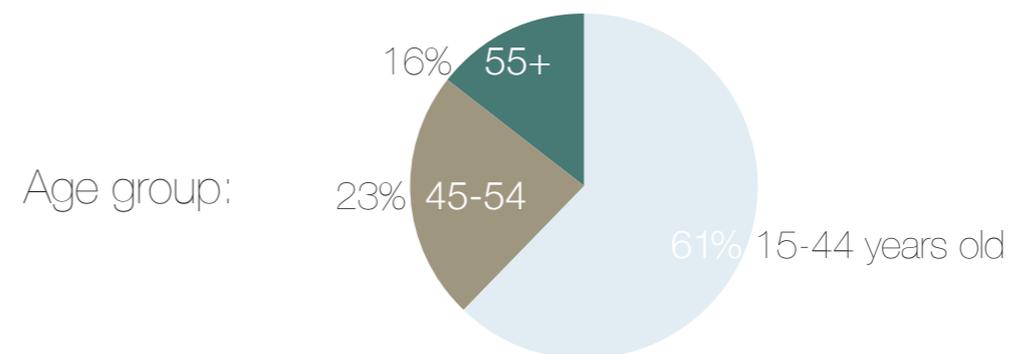
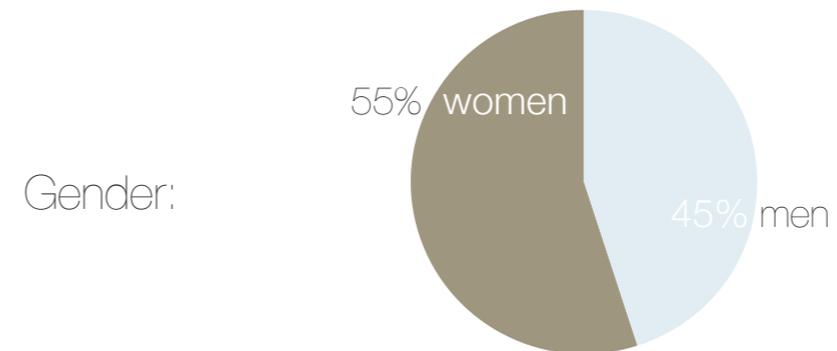


HighTV

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 3D TV era.

Tailor Made TV

HighTV 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 3D TV due to lack of appealing content. High TV offers you an opportunity to change that: Fitness, Fashion and General Lifestyle shows in amazing 3D presentation will extend the appeal of 3D 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 3D 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 3D 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.

HighTV

HighTV Programs



More Fresh 3D Content than Ever Before

HighTV is ahead of the curb with 5 hours of fresh content EACH WEEK, leaving behind most competing 3D channels which currently offer around 2-3 hours of fresh content PER MONTH.

HighTV will broadcast 400 hours of native 3D content during its first year, and is creating 500+ hours of quality content for each year to come.

No more will 3D 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.



our programs

Title	Synopsis
lifestyle	
Morning Zen	Start your day with an invigorating workout session, and get the body you have always dreamed of.
Très Chique	HighTV presents the world's top fashion houses & designers.
Dream Body	Ever gazed enviously at the models in your magazine and wished you could have their body? Get in on all the workout secrets which keep models in such great shape and get that perfect body for yourself!
The Royal Jewelers	A sparkling exclusive tour of world famous jewelry designer houses and museum collections.
Iyengar Yoga The Complete 3D Guide	HighTV brings you one of the most popular Yoga methods in the world today. Iyengar Yoga combines classical yoga traditions with innovative refinements. Build strength, stamina and flexibility while cultivating a sense of graceful peace and well-being.
3Dynamics	Get into shape in the comfort of your living room, with 24 new and exciting lessons from a top fitness instructor.
The New Black	An exclusive look at the latest collections from the chicest fashion designers around the globe.
3Destinations	From New York To New Delhi, HighTV gives you a round the world ticket with this amazing 3D travel show. Plunge into the world's most popular travel destinations from your own living room!
Runway Rampage	Take front row seats at the trendiest fashion shows of the world's leading fashion capitals, including Paris, Milan, London, New York, Sao Paulo, Los Angeles and more...
Home-Makers	Elite architects and interior designers take us through their fascinating work process, showing us what design dreams are made of.

Title	Synopsis
Swanky Swimwear	Beautiful models, tropical beaches & stylish swimwear. We bring you the latest and hottest swimwear collections of this season.
Artalk	Riveting interviews with artists of all shapes and colors reveal the intriguing creative process of some of today's artistic masterminds.
Under the Scalpel	A comprehensive and fascinating review of the world of plastic surgery, Under the Scalpel grants its viewers exclusive access to the actual surgical process in 3D presentation. Interviews and commentary from top experts in the field will answer frequently asked questions about cosmetic surgery.
La Mode Masculine	HighTV takes you into the suave and elegant world of men's fashion, featuring trendy designers and dashing male models.
3Delight	Expert chefs welcome viewers into their restaurant's kitchen for a private cooking class, revealing some of their favorite recipes and giving the viewers a unique opportunity to cook fabulous 5 star restaurant meals in the comfort of their own home.
Feature Films	
Ruby Blue	An elderly man's innocent friendship with an eight year old girl is tarnished by the assumptions of their community, when the little girl goes missing.
Little White Lies	Despite a traumatic event, a group of friends decides to go ahead with their annual beach vacation. Their relationships, convictions, sense of guilt and friendship are sorely tested. They are finally forced to own up to the little white lies they've been telling each other.
Bitter Sweet	The tale of American executive and coffee expert Brian Chandler, who seemingly has a "perfect" life. However, things begin to change for Brian after his boss, renegade coffee mogul Calvert Jenkins sends him to Thailand to inspect a crop for purchase.
We're Here To Help	A Kafkaesque comedy based on the true story of one man's David-and-Goliath battle against the biggest bureaucracy of all - the tax department. He wins, they lose!

our programs

Title	Synopsis	Title	Synopsis	Title	Synopsis
Moving Wallpaper (available July 2011)	A British satirical comedy-drama set in a hectic TV production unit, following the attempts of producer Jonathan Pope to hold together an assortment of egotistic and neurotic writers and actors through the vicissitudes of Echo Beach production, while simultaneously fighting off his bitchy boss.	General Entertainment		Backstage Action	Go behind the scenes and catch a glimpse of the chaos, glamour & excitement of some of the world's hottest fashion shows.
Biliable Hours	Set in the fictional Toronto law firm of Fagan & Harrison, this Canadian comedy series focuses on three young lawyers struggling to balance their expectations in life with the difficult realities of building a career in law.	Live Performances	Rock on with live performances from the biggest names in music today.	Award Shows	Watch the latest award ceremonies for music, television and film.
Exes and Ohs	What happens when your friends are also your dating pool? This drama series follows an irreverent and quirky lesbian who is looking for Mrs. Right. Based on award-winning short film The Ten Rules: A Lesbian Survival Guide.	Soundtrack To My Life	Singers and songwriters talk about their adventurous journey through the music industry and where they are today.	Reality	
The Indian Doctor	Set in the summer of 1963, this period comedy drama tells the story of a sleepy Welsh mining village, transformed by the arrival of the new local GP, a high-flying Delhi graduate.	Flash Photography	Experience the excitement of the hottest photo shoots from all over the world as HighTV takes you on set with the world's leading fashion photographers, shooting the most gorgeous models.	Cops Cars and Superstars	Fasten your seatbelt for a wild ride across America in Cops, Cars and Superstars. Watch as celebrities embark on one of the world's most glamorous rallies to win money for the charity of their choice. Locked together in a car for 10 hours a day, each team competes to earn points all the while trying not to get lost... or arrested.
The Dudesons	A crazy combination of extreme stunts, comedy and reality, brought to us by the relentless Finnish stuntgroup.	Star Cocktail	From LA to Paris, get VIP access to the world's snazziest social events, attended by the hottest designers and coolest celebrities.	sports	
Science Fiction		Night Predators	They say you can never fully experience a city until you've had a taste of its nightlife. Night Predators will sweep you into the beating heart of some of the world's best nightlife scenes, introducing the hottest clubs and bars, exploring the underground action and sneaking a peak into the most extravagant and exclusive venues of the world. All this and more in amazing 3D presentation, bringing the best parties right into your living room.	HighTV's Sports Edition	Get all the latest news on leading sport events around the world.
Haunted Hotels	From silent ghosts that cause chills to rampaging spirits that toss things around, this show reveals the hotels, motels, and any over-night establishments with dark pasts that simply won't go away ...	Beneath the Surface	Get up close and personal with the world's most beautiful fashion models. Hear what they have to say about the world of fashion, the modeling industry and what it's like to be in the spotlight.	For The Guys	
Documentary		Behind the Scenes - Hollywood	Behind the scenes of the latest shows in Hollywood and the fashion industry	Ultimate Boy's Toys	Luxury cars and boats, cool weapons, exciting new gadgets and technological revolutions – (almost) everything a man needs to have some fun...
Everest: Man vs. Mountain	Follow the adventures of soldiers in the British Army as they try to conquer Everest via the West Ridge, the most difficult way to climb the mountain.	Hollywood Buzz	Your weekly dose of Hollywood happenings wrapped up in 30 minutes, including the latest celebrity news and reviews.	Drama & Comedy	
Current Events		Music, Maestro!	Musical masters showcase their talent and share their thoughts on today's music industry.	The Cut	This Australian drama offers a unique view into the haphazard world of Telford Sports Management Agency, run by Bill Telford and his somewhat unfortunate son Andrew. Starring John Wood, and featuring a host of local Australian talent.
On the Record	A weekly political television show	Icons	Fascinating interviews and fabulous shows from the biggest names in fashion design.	Echo Beach	A teen drama set in the Cornish coastal town of Polnaren. The lives of former lovers Daniel and Susan are complicated by teen angst, family loyalties and tested friendships.



HighTV Distribution

3D TV – The Global Experience

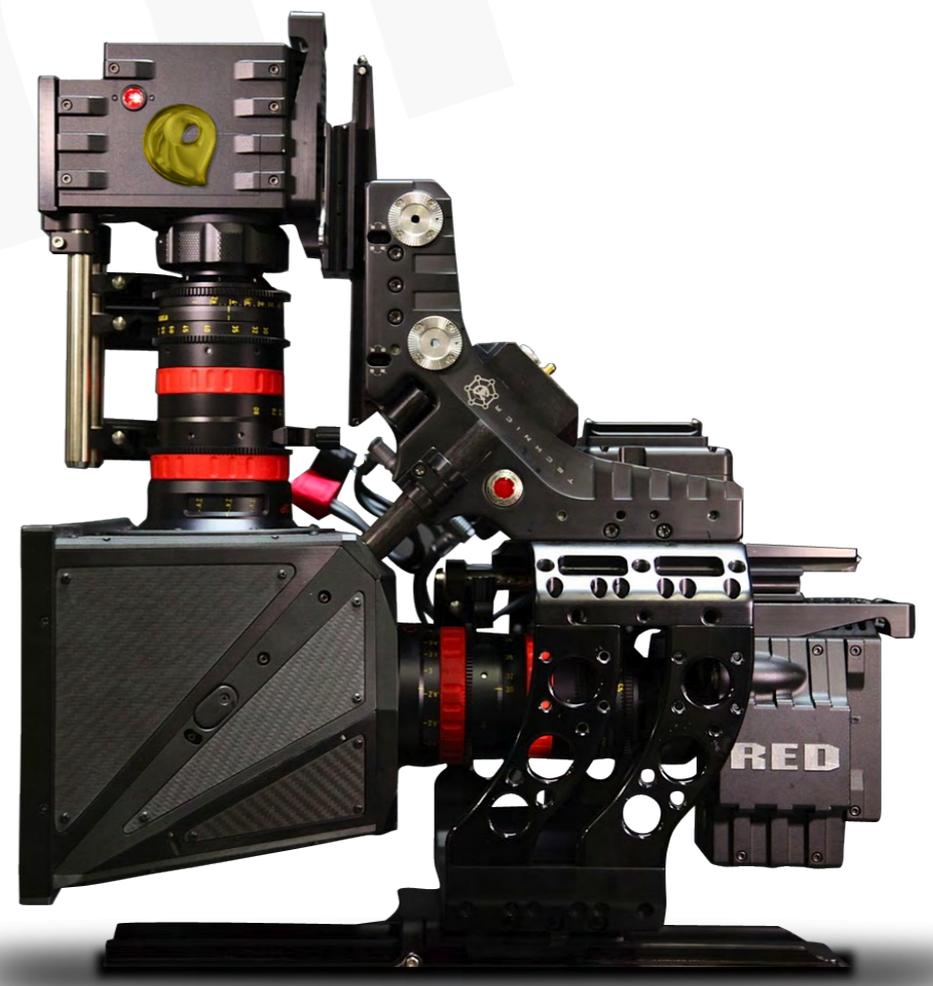
HighTV is the first worldwide 3D channel, distributed to over 1 billion households around the world.

HighTV's quality 3D programming will be played out and distributed by RRsat, a leading provider of comprehensive content management and global distribution services to the television and radio broadcasting industries.

HighTV will be distributed in MPEG-4 compression and DVB-S2 broadcast standard, and will be played out from RRsat's state-of-the-art Playout Center using digital workflow and including the archival storage of over 4 TB of HIGHTV's 3D material.

HighTV

HighTV Technology



No Compromises: Our 3D Film Equipment

HighTV deploys elite production teams all over the globe, which utilize proprietary equipment specially created and constructed for producing the very best 3D images in the world.

HighTV's filming equipment was specially created to ensure an extremely high color and distance separation, thus guaranteeing an unparalleled image quality.



Camera	Features	Use
4K RED One + Stereoscopic Rig	<ul style="list-style-type: none"> ▪ The first digital video camera that has a resolution that exceeds 35 mm film ▪ Physical resolution: 4900 x 2580 pixels, for a total of 12.64 million pixels. ▪ Sensor measures in 24.4 x 13.7 mm (334 mm²). ▪ Numerous customization options to maximize performance 	Reality Shows Feature Films
Sony PMW EX3	<ul style="list-style-type: none"> ▪ Interchangeable lens system ▪ State-of-the-art, non-linear XDCAM workflow combined with the best HD quality yet seen in a semi-shoulder camcorder. ▪ CineAlta 24P brand with multiple frame rate recording capability such as 59.94i, 50i, and native 23.98P, as well being 1080i/720P switchable. 	Live Performances Studio Shows
Panasonic AG-3DA1	<ul style="list-style-type: none"> ▪ Equipped with dual lenses and two full 1920 x 1080 2.07 megapixel 3-MOS imagers to record 1080/60i, 50i, 30p, 25p and 24p (native) and 720/60p and 50p in AVCHD. 	Documentary

Highlight TV

HighTV Advertising



HighTV: The Big Spender Audience

HighTV's target audience aspires to stay ahead of the crowd, constantly on the lookout for the next hot trend. These are relatively young viewers with a high disposable income, who are willing to spend €1500 on a watch, splurge on a second car, or spend more than 10 nights in an expensive luxury hotel abroad.

Spearheading the 3D revolution by delivering first rate 3D programming in the themes of travel, fashion, shopping and general lifestyle, HighTV caters directly to this audience's needs and desires, thus providing an unmatched platform for marketing to this highly coveted demographic sector.



Make Your Product Stand Out

However advertising on HighTV provides much more than maximized product exposure; HighTV presents advertisers with the extraordinary opportunity to convey their marketing messages in fantastically realistic native 3D broadcast.

Not only does this greatly intensify the viewer's consumer experience, but it also associates the advertised product or company with cutting edge innovation and progress.

- **Unique content and unequaled technology**
- **specially tailored to accommodate the needs and desires of various demographic groups**
 - **an innovative platform for advertising, drawing high-end clients in global coverage**



And All This Is Only the Beginning...

The HighTV team is constantly looking to the future,
Continuing to develop EVEN BETTER 3D technology and 3D
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



HighTv

3D TV channel

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