

Sky Presents High Definition Britain



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From the undulating cliffs of Holywell Bay to the snow-topped peaks of Snowdonia, National Trust sites have some of the most spectacular views across Britain. Sky+HD is delivering five of the greatest views directly into living rooms nationwide, through the true to life quality of High Definition television.

Five stunning National Trust views representing the vast and varying land and sea-scapes of Britain have been captured by [Sky+HD](#) to create High Definition Britain. The project documents every breeze and murmur in poignant, crisp, clear high definition detail, offering a unique window into the calm and tranquillity of the British countryside.

High Definition Britain will be broadcast on Sky ArtsHD, channel 258 from 2nd March to 30th April and on Sky Anytime from 8th March for seven days.

The five breathtaking sites featured in High Definition Britain are: The Aberglaslyn Pass (Snowdonia, Wales), Borrowdale (Keswick, Cumbria), St Michael's Mount (Penzance, Cornwall), Holywell Bay (Cornwall) and Kintail & Morvich (a National Trust Scotland property in Ross-shire, Scotland)

Fiona Reynolds, Director General of the National Trust explained: *"As part of our ongoing partnership with Sky and our effort to champion a higher quality of life for all, we are delighted to be able to help the viewing public experience some of our greatest properties. The project highlights the rare and subtle beauty our*

country possesses and how much we must protect, value and enjoy it."

Sky's Director of Customer Communications, Christian Cull added: "*Our [High Definition television](#) service, Sky+HD offers such vivid and life-like TV pictures it seemed a natural fit to join forces with The National Trust and enable viewers to see the UK in as-good-as-being there quality on their TV screens. The programme on Sky Arts HD will do the sights aesthetic justice"*

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Notes to Editors

About

Sky+

HD:

Launched in May 2006, it is Sky's fastest ever growing additional TV product with 779,000 [Sky+](#) homes now enjoying the richness and intensity of [High Definition](#) TV and Dolby Digital 5.1 surround sound. The service offers 31 dedicated HD channels from brands such as National Geographic HD, Sky Sports HD, Sky Movies HD, Sky1 HD, FX HD, History HD, Disney Cinemagic HD, MTVN HD, Sky Arts HD and Discovery HD. BBC HD, Channel 4 HD and Luxe HD are available without any subscriptions (C4 HD requires a valid viewing card). Compatible HD ready TV and Sky+HD box required.

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