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4K Ultra HD on eLife from Etisalat.

With the upcoming FIFA World cup available in 4K, E-Vision announced the availability of Premium Sports channels in 4K on eLife, becoming the first telecom operator in the UAE to achieve this technological milestone and set an industry benchmark.

E-Vision as the leading technology and content provider in the region was the first to launch regular 4K Ultra High Definition channels on eLife platform in 2017. Now with the latest agreement with beIN Media Group to broadcast all the live matches on eLife platform, Football fans in the UAE will have the opportunity to watch **2018 FIFA World Cup Russia™** also in 4K, on channel 772 in English and channel 773 in Arabic.

eLife subscribers will enjoy the matches with a truly immersive 4K experience in superbly detailed definition, crisp image and color depth even at close range.

E-vision also provides eLife with hundreds of Hollywood movies and TV series in 4K, bringing eLife subscribers to the next level of true cinema experience from the comfort of their home.

About E-Vision:

E-Vision part of Etisalat, a pioneer and trusted content aggregator in the region, providing a comprehensive turnkey solution for content licensing and content management for IPTV platforms and multi-screen (OTT).

E-Vision end-to-end solutions comprises of channel licensing, Channels and VOD aggregation , EPG Data, content management, with over 600 TV channels in HD, 3D and 4K, and 8000 hours of TVoD and SVoD content. In addition to original and exclusive channels like e-Junior the most watched kids channel in the UAE and e-Masala, a 24 hours non-stop south Asian movie channel, with local advertising insertion possibilities