

INNOVATION & DISRUPTIVE TECHNOLOGIES

16h30 – 18h00 | 29/08/2016 Monday | Room 13

Flyover Flights with Drones and TV

KEYNOTE: JOHN PAYNE



Moderator: Rodrigo M. Terra

SET New media, Fazenda Urbana (Urban farm) and EraTransmidia



Recent FAA Drone Rule Changes and the impact on Drone use for Sports/Broadcast Productions

Speaker: **John Payne**

President / Integrated Microwave Technologies (IMT)



Brazilian Legislation Update and New Applications for Broadcasters

Speaker: **George Bem**

Engineering – Infrastructure and Service Manager / Rede Record [convidado]



Speaker: Manuel Martinez

Director LATAM / DJI [convidado]

Photogrammetry and Innovation in the use of Drones

Speaker: **Representative of IMG aerial photogrammetry solutions [invited]**

New Applications

Speaker: **Representative of Drones Race [invited]**

16h30 – 18h00 | 29/08/2016 Monday | Room 13

Innovation & Disruptive Technologies

Flyover Flights with Drones and TV

Much has changed in the last year.

Drones have been used to cover catastrophes. Technology, security and regulations have advanced and there has been a variety of innovations for making use of these little stars. We are going to discover the state of the drone universe in 2016, the advances (or controversies) surrounding the legalization and legislation in Brazil and worldwide and what the leading trends will be in the years ahead.

- **Recent FAA Drone Rule Changes and the impact on Drone use for Sports/Broadcast Productions.**
KEYNOTE: JOHN PAYNE
Presidente / Integrated Microwave Technologies (IMT) [convidado]
The talk will review the upcoming FAA part 107 rule change and how these changes impact Live Sports/Broadcast Production.
- **Brazilian Legislation Update and New Applications for Broadcasters**
Speaker: **George Bem**
Engineering – Infrastructure and Service Manager / Rede Record [convidado]
- **Speaker: Manuel Martinez**
Diretor LATAM / DJI [convidado]
- **Photogrammetry and Innovation in the use of Drones**
Speaker: **Representative of IMG aerial photogrammetry solutions [invited]**
- **New Applications**
Speaker: **Representative of Drones Race [invited]**



RODRIGO M. TERRA

Artistic Director and Transmedia Producer - SET

Rodrigo has been studying Transmedia as an independent researcher since 2006. He is Business and Partnerships Development Director, as well as a member of EraTransmídia. He heads up the New Medias Committee of SET (Brazilian Society of Television Engineering). He is a partner in Fazenda Urbana Digital, a Brazilian producer focusing on transmedia productions and TV. Rodrigo had already worked at TV Cultura-SP, TV1-SP Group, Endemol Globo and April Mídia Group before becoming an independent producer in 2008. He was co-creator and director of television programs for TV Futura and the Glitz channel of Turner Broadcast. He worked as a consultant on on-line interactive content projects at companies like Sky and Tilibra. He holds a degree in Communication from FAAP-SP, a graduate degree in Management from FGV and works as a teacher of Transmedia, running classes and workshops throughout Brazil. He has an international career as a jury member and keynote speaker at business festivals and gatherings, such as VentanaSur. Also on the international front, he is the Director for International Alliances at EraTransmídia, where he has created important partnerships like the Cross Video Days (French version, 2015) and Power to the Pixel (United Kingdom version, 2015).



GEORGE BEM

Engineering – Infrastructure and Service Manager / Rede Record

George Bem has a degree in Telecommunications Engineering from Fasp, and is postgraduate in Mission-critical Environments and Projects. Certified by the PMI and Scrum Alliance in project management. Since the 1990s, he has been involved in the telecommunications industry, with stints in IT, Internet and Broadcast, working in consultancy, architecture and in a managerial capacity. He participated in two major startups in Brazil, the multinational Ipredia International (Brazil's first corporate broadband internet provider) as Architect and Network Engineering Manager and Infrastructure and Operations Manager at Portal R7, responsible for the startup. He also worked in the infrastructure, Internet, systems, security and telecommunications divisions of Natura Cosméticos, CPM and BSH (Bosch and Siemens). He is currently Infrastructure and Engineering Services of the Rede Record network, responsible for integrating new IP technologies IP, data and telecommunications networks, mobile solutions for video and data transmission.



MANUEL MARTINEZ

Director LATAM / DJI



JOHN PAYNE

President / Integrated Microwave Technologies (IMT)

Mr. Payne serves as President and CTO of Integrated Microwave Technologies. Mr. Payne previously held positions as Chief Operating Officer, VP of Engineering, and various other technology positions. Mr. Payne has worked in the Wireless Broadcast industry for 28 years. Mr. Payne holds several patents in the area of wireless communications and is considered an industry expert in the wireless video communication industry related to broadcast television and military and civil manned and unmanned systems. Mr. Payne has a Master of Science in communication systems from the University of Southern California and a Bachelor of Science in engineering from the Rochester Institute of Technology.

Cite this article:

Terra, Rodrigo M., Payne, John, Bem, George and Martinez, Manuel; 2016. Flyover Flights with Drones and TV. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.2. doi: 10.18580/setep.2016.12. Web Link: <http://dx.doi.org/10.18580/setep.2016.12>