

**OPENING & COMMEMORATION**  
**09h00 – 11h00 | 30/08/2016 Tuesday | Room 21**

# OPENING CEREMONY SET EXPO 2016 & ISDB-T 10 YEARS CELEBRATION



Convidados: **todos os Conferencistas e Expositores da SET EXPO 2016**

Moderador: **Olímpio José Franco**  
Presidente da SET.

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## Opening & Commemoration

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**Moderator: OLÍMPIO JOSÉ FRANCO – SET President**



**OLÍMPIO JOSÉ FRANCO**  
SET President.

He studied at the Francisco Moreira da Costa Technical School of Electronics, in Santa Rita do Sapucaí-MG. Did his higher education at the FEI – School of Industrial Engineering – São Bernardo do Campo – SP, in Electrical Engineering. Specialty – Operations Engineering, with the emphasis on Electronics and Production Engineering, with the emphasis on Electronics (sic). He is a fully qualified Electronics and Electrical Engineer He holds a lato sensu MBA from FAAP-Fundação Armando Álvares Penteado School– with the emphasis on Marketing. He began as a Technical Intern at Rede Globo TV network in São Paulo in 1969. Also in 1969, he then went to the Fundação Padre Anchieta – Radio e TV Cultura television and radio, where he worked his way up from Technical Intern to Technical Director, before leaving the company in 1988. He was Technical Director at TV Jovem Pan, from 1988 until 2003. He has been the owner of Olympic Engenharia em Sistemas de Áudio e Vídeo since 1985, with involvement in audio and video installations and projects. He is a founding partner of SET. He has three terms as President of SET, in addition to having been Technology Director and Vice President on several occasions. His current mandate as president runs from 2014 -2016. He has been a member of SMPTE – Society of Motion Picture Television Engineering since 1980 and is currently a Life Member. He participates in the Technical Module of the Digital TV Forum

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