

## INNOVATION & DISRUPTIVE TECHNOLOGIES

11h30 – 13h30 | 29/08/2016 Monday | Room 14

# VR – “Will Virtual Reality be the most social platform of all?”



moderator **Daniela Souza**  
*Deputy Director, Marketing - AD Digital / SET*



### O Futuro da Realidade Virtual

Speaker: **Camila Ghattas**  
*Futurologist - Diip*



### Produzindo Realidades Imaginarias (VR e AR)

Speaker: **Sandro Di Segni**  
*Technical Director of Special Effects – Post-Production Department - O2 Produções*



### A Nova Fronteira da Realidade Virtual

Speaker: **Federico Grosso**  
*Head of Operations for Latin America - Adobe*



### Como lidar com o cenário de VR de forma competitiva?

Speaker: **Renato Citrini**  
*Senior Product Manager - Mobile Devices Division - Samsung Brazil*

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## Innovation &amp; Disruptive Technologies

# VR – “Will Virtual Reality be the most social platform of all?”

Moderator: **Daniela Souza***Deputy Director, Marketing - AD Digital / SET*

The title of this session is an affirmation by Mark Zuckerberg, CEO of Facebook, made this year. Virtual Reality is on track to become a multibillion-dollar industry, bearing in mind that it will increase the adoption of consumer systems, driven by games with high production value and cinematographic experiences for entertaining the public. Besides the use of these targeted productions for the advertising market, in this session, the idea is to discuss with the industry's major players what initiatives can help in accelerating this technology, together with the market as a whole, taking into account the entire value chain, from content production and distribution to consumption.

In addition to addressing its benefits and limitations, we will outline how it has the potential to become a key technology for improving many aspects of human life.

Over time, VR will converge with the World Wide Web to enable a new type of virtual experience: connected and social, with no need for downloads or installations, accessible with the click of a link, and democratized so that anyone can create and publish VR content.

- **O Futuro da Realidade Virtual**

Speaker: **Camila Ghattas***Futuróloga / diip*

Mais do que uma tendência, a Realidade Virtual é uma Macro Revolução que promove avanços irreversíveis nos nossos hábitos e estilo de vida e nos convidam a repensar a forma como oferecemos e consumimos cultura, produtos e serviços. Todo o ecossistema que se forma ao redor dessa Macro Revolução representa um momento único, onde o tempo e o espaço tornam-se irrelevantes para determinar a nossa percepção da realidade, permitindo com que emoções sejam também quantificáveis, um dos objetivos da Plataforma de Pesquisa na Realidade Virtual da diip. Como se apropriar das tendências promovidas pela Realidade Virtual para gerar e capturar valor no seu mercado?

- **Produzindo Realidades Imaginárias (VR e AR)**

Speaker: **Sandro Di Segni***Diretor técnico de efeitos especiais – Departamento de Pós Produção / O2*

Sandro irá falar de desafios e mudanças na produção trazidas pelo surgimento das novas tecnologias. Como produzimos, técnicas usadas e os problemas encontrados no caminho.

- **A Nova Fronteira Da Realidade Virtual**

Speaker: **Federico Grosso***Head of Operations for Latin America - Adobe*

A indústria cenográfica vem superando as barreiras da realidade virtual, surpreendendo até mesmo o potencial criativo de seus profissionais. Vivemos na era em que as ideias espetaculares e os projetos arrojados saem do papel em um prazo infinitamente menor. Mas quais serão as próximas barreiras para nossos storytellers?

- **Como lidar com o cenário de VR de forma competitiva?**

**Speaker: Renato Citrini***Senior Product Manager - Mobile Devices Division - Samsung Brazil*

As inovações tornam o uso da tecnologia melhor na vida do consumidor e a realidade virtual chegou para superar as barreiras de tempo e distância, tornando-se tendência. Utilizada em segmentos como entretenimento, cultura, educação, imobiliário, automotivo e games, a Realidade Virtual é mais uma porta que se abre para reinventar a maneira de criar e compartilhar conhecimento. Existe uma demanda no mercado pela criação de soluções utilizando esse novo cenário. Como sair na frente nesse cenário.

**DANIELA SOUZA***Deputy Director, Marketing - AD Digital / SET*

Daniela actively participates in the discussions within the Broadcast industry, sharing her view of the market and future trends for the industry. She has been a member of the governing body of SET – Society for Television Engineering, for 10 years; guest speaker at key industry events involving Journalism, Media and Entertainment. She is a regular visitor at key national and international events, such as SET EXPO, Broadcast&Cable, IBC, NAB and Caper, among others. With an eye on the new business models and technological convergence, 20 years ago she founded AD Digital, an ICT systems integrator heavily weighted towards cost reduction and business optimization, where she was the brains behind several new concepts and solutions that have now taken hold in Brazil.

**FEDERICO GROSSO***Head of Operations for Latin America - Adobe*

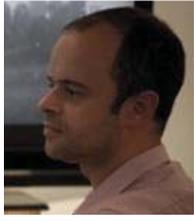
Federico believes that companies, governments and individuals, by making use of the most recent technologies, now have a wonderful opportunity to create more attractive content, offer their customers personalized experiences and ensure real financial returns. With an 18-year career, Federico was responsible for setting up the unit of Yahoo in Italy, his native land, where he was also head of sales for Europe. One of the founders of the Blinx platform, and in Brazil for 8 years, he set up the local unit of British company Autonomy, later purchased by HP, where he remained as a Director of the Big Data and Virtual Reality unit for Latin America. He graduated from the emerging leaders program of the London Business School and took Physical Education Teaching and Coaching at the Newfield Network.

**RENATO CITRINI***Gerente Sênior de produto da divisão de Dispositivos Móveis - Samsung Brasil*

Renato Citrini has been the Senior Product Manager of the Mobile Devices Division at Samsung Brazil since 2014. Prior to this, Citrini pursued a career at Microsoft, working a product marketing manager for six years, with experience in the Office, Windows and Mobile Services divisions. He also had an important career at Motorola, Siemens and Ericsson. With a degree in Electrical Engineering from the University of São Paulo, Citrini has also received an award from Tela Viva Móvel.

**CAMILA GHATTAS***Futurologist - Diip*

Camila Ghattas is a Futurologist with a passion for strategy and innovation. She believes that technology is the means by which people can transcend their limits. Besides being co-founder of Diip, an innovation and futurology consultancy, Camila is a speaker and educator is developing a research platform in Virtual Reality. Her education background is Social Communication, including an MBA in Applied Consumer Sciences, both from the ESPM, in addition to a collection of hundreds of free courses around the world to feed her entrepreneurial spirit



### **SANDRO DI SEGNI**

*Technical Director of Special Effects – Post-Production Department - O2 Produções*

Sandro Di Segni is the visual effects supervisor at O2 Produções. Di Segni's curriculum includes participation in creating and implementing effects in super productions such as Ironman; John Carter; Harry Potter and the Deathly Hallows; The Sorcerer's Apprentice and the Prince of Persia: The Sands of Time; Godzilla and Thor 2: The Dark World. Sandro is from São Paulo. He studied computer graphics in Canada and has worked abroad for 15 years, including four years in London at Double Negative, one of the largest companies in this market, winner of 3 Oscars for visual effects, having also won in the VFX category in the last two years. For three years, Di Segni headed up the effects team at Lucas Films, put together in Singapore to develop the animated television series, The Clone Wars.

Sandro di Segni returned to Brazil in 2013 as technical director of special effects in the post-production department of O2.

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