

## DISTRIBUTION, EXHIBITION & TRANSMISSION

11h30 – 13h30 | 01/09/2016 *Thursday* | Room 14

# Evolution Of Space Segment For Contribution And Distribution In The Era Of Ultra HD 4K



Moderator: **José Raimundo Cristóvam Nascimento**

*Diretor Técnico na Unisat / Coordenador Técnico do MBA em TVD da UFF / Vice-diretor de Ensino da SET*



**Experiências em distribuição de Sinais Digitais de TV via Satélite**

Speaker: **Rodrigo Campos**

*Diretor Geral / Eutelsat do Brasil*



**Copa do Mundo na Rússia em 2018**

Speaker: **Willian Hemmings**

*Diretor / Romantis Brasil, LATAM representante da Operadora Russian Satellite Communication Company (RSCC)*



**Beyond Pixels**

Speaker: **José Édio Gomes**

*Diretor Técnico Operacional / Hispamar Satélites*



**Industry Partners deliver 4K UHD TV via Intelsat 29e to SET!**

Speaker: **Marcelo Amoedo**

*Diretor de Broadcast Services, Southern Region / INTELSAT*



**Evoluções em UHD 4k na América Latina e no mundo**

Speaker: **Jurandir Pitsch**

*Vice President for Latin America / SES*



**UHD – Cenário para grandes mudanças.**

Speaker: **Francisco C. Perrotta**

*Diretor de Vendas / StarOne*



Speaker: **Mauro Wajnberg**

*Diretor Geral / TELESAT*



Speaker: **Marcio Tiago**

*Country Manager / YAHSAT*

## Distribution, Exhibition & Transmission

# EVOLUTION OF SPACE SEGMENT FOR CONTRIBUTION AND DISTRIBUTION IN THE ERA OF ULTRA HD 4K

Moderator: **José Raimundo Cristóvam Nascimento**

*Diretor Técnico na Unisat / Coordenador Técnico do MBA em TVD da UFF / Vice-diretor de Ensino da SET*

- **Experiências em distribuição de Sinais Digitais de TV via Satélite**

Speaker: **Rodrigo Campos**

*Diretor Geral / Eutelsat do Brasil*

A palestra tem como foco principal apresentar a experiência da Eutelsat em outros mercados da tecnologia de distribuição de sinais digitais via satélite como o meio rápido e eficaz na implantação de redes de distribuição televisão.

- **Copa do Mundo na Rússia em 2018**

Speaker: **William Hemmings**

*Diretor / Romantis Brasil, LATAM representante da Operadora Russian Satellite Communication Company (RSCC)*

Como o grupo Romantis através da sua sucursal na Rússia junto com a Operadora de satélite oficial da Copa do Mundo podem ajudar os “Broadcast” do Brasil e América Latina com soluções de Telecomunicações incluindo capacidade espacial, unidade móvel (SNG), fibra ótica, teleporto e apoio logístico

- **Beyond Pixels**

Speaker: **José Édio Gomes**

*Diretor Técnico Operacional / Hispamar Satélites*

Estatísticas do crescimento do UHD4K, Histórico do uptake do padrão UHD4K, Iniciativas do Grupo Hispasat, Festival de Curtas 4K em Madrid.

- **Industry Partners deliver 4K UHD TV via Intelsat 29e to SET!**

Speaker: **Marcelo Amoedo**

*Diretor de Broadcast Services, Southern Region / INTELSAT*

Today, consumers expect reliable transmission and delivery of High Resolution images and now 4K UHD. In this session, we will explain how Intelsat and industry team members are supporting the evolution of Ku-band High Throughput Satellite (HTS) delivered 4K video content and use of next-generation video compression technologies.

- **Evoluções em UHD 4k na América Latina e no mundo**

Speaker: **Jurandir Pitsch**

*Vice President for Latin America / SES*

A SES vai trazer ao painel as importantes evoluções em UHD 4k no mundo e na América Latina. Além de apresentar canais UHD que já estão sendo testados e transmitidos na plataforma da SES no NSS-806

- **UHD – Cenário para grandes mudanças.**

**Speaker: Francisco C. Perrotta**  
*Diretor de Vendas / StarOne*

- **Speaker: Mauro Wajnberg**  
*Diretor Geral / TELESAT*
- **Speaker: Marcio Tiago**  
*Country Manager / YAHSAT*



**JOSÉ RAIMUNDO CRISTÓVAM NASCIMENTO**

*Diretor Técnico na Unisat / Coordenador Técnico do MBA em TVD da UFF / Vice-diretor de Ensino da SET*

He has been active in satellite communications since 1983, having headed up project teams on several occasions. Associate Director and one of the founders of UNISAT in 1990. He is the company's technical director and a senior consultant to Brazilian and international companies. Before founding UNISAT, he worked at NEC, TELEBAHIA and EMBRATEL in the National and International areas, in communications via the Brasilsat and Intelsat satellites, having been a member of the Domestic Satellite Communications Department, known as SAT. Education director at SET – the Brazilian Society for Television Engineering, a member of the board of TELECOM – the Brazilian Telecommunications Association, Professor, Technical Coordinator and creator of the MBA in DIGITAL TV, BROADCASTING & NEW MEDIA FOR ELECTRONIC COMMUNICATION at the UFF (Fluminense Federal University), professor on the MBA course in telecommunications services and Graduate Specialization course on Mobile Communications, also at the UFF. In Brazil, he also coordinates the GVF – Global VSAT Forum, gives talks and tutorials at events like those of SET, Broadcast & Cable, Telexpo, SUCESU, Futurecom and others. For three consecutive years he was the moderator of the Latin America Focus Forum of the world's largest and most important satellite industry event entitled SATELLITE held in Washington – DC – USA. He is the author of articles and specialist technical publications of a range of media. He is acknowledged for his strong, far-reaching role in the satellite, telecommunications, broadcast and internet markets and for his diversified command of technologies, systems, networks, services and client solutions. He is an Operations Engineer in Electronics, from the School of Engineering of the UGF, a Graduate Degree from the UFF in Telecommunications, specialization courses in Japan (NEC, NTT and Anritsu) and in the USA (TCB – Thomson).



**RODRIGO CAMPOS**

*Diretor Geral / Eutelsat do Brasil*

Rodrigo Campos has 19 years' experience in the telecommunications market, which he joined as an engineer, with stints in the sales area; he currently runs the Eutelsat operation in Brazil. Before joining Eutelsat, he worked at Level 3 (formerly Impsat), Oi (formerly Telemar) and PanAmSat/Intelsat. Rodrigo currently works at Eutelsat as General Manager for Brazil, with responsibility for expanding the company's business here, in addition to supporting the company's other activities in Brazil. Rodrigo Campos graduated in Telecommunications Engineering from the Fluminense Federal University (UFF) and has an MBA from the FGV Telecommunications Management.



**WILLIAN HEMMINGS**

*Director / Romantis Brasil, LATAM representante da Operadora Russian Satellite Communication Company (RSCC)*

A Telecommunications Engineer with over 15 years' experience in satellites. He was Sales Director at satellite operators Loral Skynet and Telesat. He worked at Gilat, developing the market for new products and, in recent years, he has worked at Romantis Brasil / LATAM focusing on the broadcast market. Romantic Group: Based in Germany, with offices in Russia and Brasil and controls UHP (manufacturer of VSAT) in Canada.



**JOSÉ EDIO GOMES**

*Technical Director - Hispamar Satélites S.A.*

*José Edio Gomes, Technical Director of Hispamar since 2004, a professional with over 37 years' experience at EMBRATEL, INTELSAT and GLOBALSTAR DO BRASIL*



**MARCELO AMOEDO**

*Diretor de Broadcast Services, Southern Region – INTELSAT*

Profissional de telecomunicações com 16 anos de experiência nas áreas de televisão, comunicações via satélite, compressão de vídeo e integração de sistemas de transmissão. Atuou como gerente de vendas e de desenvolvimento de negócios da STI Telecom e Account Manager da MB SkytechSales Professional Sales. Na intelsat trabalha como responsável pela comercialização de capacidade de segmento espacial para uso ocasional e de serviços de broadcast. Pós-Graduando no MBA de TV Digital, Radiodifusão e Novas Mídias da UFF – Universidade Federal Fluminense.



**JURANDIR PITSCH**

*Vice President for Latin America / SES*

Jurandir Pitsch is Commercial Vice President Comercial for Latin America South. He joined the company in 2002, after working at the Telebrás Research and Development Center, with stints in the engineering, operations and development areas, as well as the marketing vice presidency of Comsat Internacional do Brasil. Pitsch graduated in Electronic Engineering from the University de Campinas (Unicamp) in 1980. In 1991, after working as a systems engineer for the Telebrás Research and Development Center, he joined Comsat International in Brazil, where he worked in the engineering, operations and product development areas, becoming Vice President for Marketing in 1998. Jurandir joined SES in 2002 as Senior Sales Director for Latin America, and in 2009 took up the Vice Presidency for Market Development. In 2014, he returned to head up the sales area and is currently Commercial Vice President for Latin America South. Jurandir Pitsch is a member of the Brazilian Satellites Association (Abrasant) and has written several articles about satellite communication



**FRANCISCO C. PERROTTA**

*Sales Director - StarOne*

Francisco Carlos Perrotta, from Rio de Janeiro, Brazil, with over 30 years' experience in Telecommunications and Satellites, has been Sales Director at StarOne since November 2000, having worked at Embratel as Sales Manager for Satellite Products and in different areas in the period from 1984 to 1999. During this period in the areas of Marketing and Sales, he was involved in developing satellite-based services applications in Brazil. Between 1974 and 1984, he worked at Standard Electric S.A, the Brazil subsidiary of ITT, International Telephone & Telegraph.

He obtained his degree in Telecommunications Engineering in 1973 from the Pontifical Catholic University of Rio de Janeiro, and also has a diploma from the extension course in Administration of the Institute of Administration and Management – IAG of PUC Rio de Janeiro.



**MAURO WAJNBERG**

*Diretor Geral / TELESAT*



**MARCIO TIAGO**

*Country Manager / YAHSAT*

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