CONTENT PRODUCTION
14h30 – 16h30 | 01/09/2016 Thursday | Room 12

Contribution Kits

Moderator: Caio Augusto Klein
Executive Manager of Operations at RBSTV / SET

Innovations in the Contribution by Journalism
Speaker: Erick Soares
Sales Support Engineer / SONY

Video Mobility over IP using Legacy Hybrid Networks
Speaker: Cláudio Frugis
Brazil Sales Director / TVU Networks

A importância da transmissão “ao vivo” para os broadcasters
Speaker: Eldad Eitelberg
Director / UCAN / Everstream

Mesh Networking and Multiple Input, Multiple Output (MIMO) antenna systems
Speaker: Mark Tommey
Sales Director – Broadcast Market / SILVUS Technologies
Contributed to by:

**CAIO AUGUSTO KLEIN** – Executive Manager of Operations at RBSTV / SET

How the increased competition from new players in the journalism market is essential for broadcasters to compete in a professional manner with broadcast quality. In this panel we will discuss the advance in technology that enables transmission using the internet, with its different manners of connectivity, such as 3G/4G telephony, Wi-Fi, Ethernet and the Ka Band, so as to give an extensive overview of this resource already widely used by many broadcasters Brazil and worldwide.

- **Innovations in the Contribution by Journalism**
  Speaker: **Erick Soares**
  Sales Support Engineer / SONY
  A view of the current technologies and resources for contribution by journalism teams, whether in the field with love transmissions via Live Stream, or contributions to production using cloud- or FTP-based file transfer. The technological and workflow innovations that permit new work modalities and greater agility in delivering news.

- **Video Mobility over IP using Legacy Hybrid Networks**
  Speaker: **Cláudio Frugis**
  Brazil Sales Director / TVU Networks
  When migrating traditional SDI operations to IP-based infrastructures, TV broadcasters always face a challenge involving field connectivity, which does not yet have good 3G/4G LTE network coverage to the broadcaster’s operations center. In this scenario, video over IP mobility solutions, known as Mochilink, must have the ability to connect to any legacy IP network, offering flexibility and speed in live transmissions anytime, anywhere. The presentation illustrates case studies about the implementation of hybrid networks and connection technologies / protocols.

- **A importância da transmissão “ao vivo” para os broadcasters**
  Speaker: **Eldad Eitelberg**
  Diretor de Operações / UCAN / Everstream
  A UCAN Transmissão Digital vem à SET 2016 não somente para falar de evolução tecnológica, mas do modo de fazer e transmitir conteúdo. Quanto mais nos empenhamos para desenvolver produtos cada vez menores, mais temos certeza de que o “ao vivo” faz a diferença na contribuição jornalística. Se a rapidez da internet faz dos diários impressos e televisivos um pout-pourri de notícias velhas, as soluções cellular bonding podem ser uma espécie de fonte da juventude. Hoje, com o aprimoramento das redes 3G e 4G de telefonia celular, é possível reportar, em tempo real, com a qualidade que antes só existia nas unidades SNGs e micro-ondas. No Brasil, a UCAN é representante exclusiva da LiveU.

- **Mesh Networking and Multiple Input, Multiple Output (MIMO) antenna systems**
  Speaker: **MARK TOMMEY** – Sales Director – Broadcast Market / SILVUS Technologies
During the “Superbowl City” fan experience event in January, in downtown San Francisco, a Silvus wireless / RF mesh network was deployed to provide wireless camera coverage throughout the entire event area. The network operated in the 5GHz unlicensed / ISM frequency band, and simultaneously supported HD / 1080i transmission from two wireless cameras within the same RF channel. The cameras provided on-air broadcast feeds for two CBS owned-and-operated television stations, KOVR-TV and KPIX-TV. In this session, an overview of the basic technologies of mesh networking and Multiple Input, Multiple Output (MIMO) antenna systems will be given. The speaker will also explain how these techniques can be applied to Electronic News Gathering (ENG) systems to improve system performance both in terms of spectrum efficiency and increased immunity to interference. Finally, a detailed technical description of the system deployed at Superbowl City will be provided.
MARK TOMMEY
Sales Director - Broadcast Market - SILVUS Technologies

Mr. Tommey is the Director of Sales, Broadcast Market, for Silvus Technologies. Prior to this role, he held a variety of engineering, sales and sales management positions at Vislink PLC, rising to the position of Vice President of Sales, Americas, with responsibility for the sales of all Vislink brands (MRC, Advent, Link Research and Gigawave) throughout the region. Mark holds a BEng in Electronics and Communications Engineering from Bristol University in the UK.

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