

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

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Moderator: **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 live 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 celular 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.



CAIO AUGUSTO KLEIN

Executive Operations Manager - RBSTV/ SET

Holds a degree in engineering from UFRGS (the Federal University of RS), with a graduate qualification in Strategic Leadership of Businesses and People, from the ESPM-RS. He began his career at RBS as Technical Coordinator of RBSTV in the city of Uruguaiana. Later, he returned to Porto Alegre where he worked on projects for setting up new Group units, the highlights being RBS Video São Paulo and RBSTV Santa Cruz. Later, for 10 years, he was Technical Director of TVE in Rio Grande do Sul. He returned to RBS to be Technical Manager for the Group’s Radio Stations, where he participated in the coverage of the 2006 and 2010 World Cups, the 2008 Olympic Games and the World Inter Club Championships in 2006 and 2010, coordinating the logistics of the RBS Groups at these events. In 2009 he returned to RBSTV as Executive Operations Manager, a position he still holds today. He continues to participate in major coverages, like the 2014 FIFA World Cup Finals in Brazil.



ERICK SOARES

Sales Support Engineer, marketing - SONY

Sales Support Engineer for more than 15 years at Sony, specialist in new technologies and products on the broadcast market, educated at F.E.I (School of Industrial Engineering – S.B.C./SP) with a graduate degree from F.I.A. (Institute of Administration Foundation – USP). Accompanied the development of new products, serving as the intermediary between Brazilian customers and the engineers in Japan, while also participating in several domestic (SET, Broadcast & Cable, Anima Mundi, SSPI) and international events



CLÁUDIO FRUGIS

Brazil Sales Director / TVU Networks

Has 35 years’ experience in the telecommunications industry, including 12 years in the position of product development, DATACOM products division/interoperability laboratory and intelligent networks, Business Development in the field of satellite/wireless network communication and VSAT for 13 years, currently holding the position of Sales Director for the Brazil region for TVU Networks. Graduated in Electronic Engineering, he has an MBA from the University São Paulo and Business Administration from the Armando Alvares Penteado Foundation.



ELDAD EITELBERG

Operations Director - UCAN / Everstream

65 years’ old, with several specialization courses in telecommunications, with the emphasis on satellites, having worked in the telecommunications industry for over 35 years, where he held executive positions in companies in that market. From 1991 onwards, he started business enterprises like LinkSat, and since 2010 he has been Operations Director at UCAN Transmissão Digital and EVERSTREAM.



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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