

Distribution, Exhibition & Transmission
14h30 – 16h00 | 01/09/2016 Thursday | Room 14

Transmission Systems: The performance of your station with the analysis of Energy Efficiency & Infrastructure & Coverage



Moderator: **Valderéz De Almeida Donzelli**
Director – ADTHEC/ SET



Speaker: **Larissa Moreira Alves**
Broadcasting Engineering - Rede Canção Nova



Speaker: **Paulo Roberto Feres De Castro**
Director of Engineering - Integração Group



Economia de Energia em Transmissão, como reduzir custos.

Speaker: **João Paulo Ribeiro**
Product Development Manager - Hitachi Kokusai Linear



Desempenho de Antenas Digitais e Influências devido à Infra-estrutura

Speaker: **Jose Roberto Elias**
Sales Manager - IF TELECOM



Economia de Energia em Transmissão, como reduzir custos.

Speaker: **Ramiro Frugoli Franco**
Engenheiro de desenvolvimento de sistemas irradiantes especiais / IDEAL ANTENAS

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TRANSMISSION SYSTEMS: THE PERFORMANCE OF YOUR STATION WITH THE ANALYSIS OF ENERGY EFFICIENCY & INFRASTRUCTURE & COVERAGE

Moderator: **Valderez De Almeida Donzelli** – Director – ADTHEC/ SET

Como aferir e otimizar o desempenho de sua estação.

As condições de infraestrutura de instalação para o abrigo dos equipamentos sua alimentação, condicionamento de ar, linhas de transmissão e conexões, sistema irradiante e torre, influenciam na cobertura de sua estação?

Quais os desafios para a interiorização da TV digital, com utilização de infraestruturas compartilhadas?

As Infraestruturas das Prefeituras podem ser adequadas para receber o sistema de TV Digital? Quais os maiores desafios?

Quando houver o desligamento da TV analógica, a nova estação de TV Digital estará preparada para atender a área de cobertura desejada?

A experiência das emissoras e dos fornecedores.

- **Speaker: Larissa Moreira Alves**
Broadcasting Engineering - Rede Canção Nova
- **Speaker: Paulo Roberto Feres De Castro**
Director of Engineering - Integração Group
- **Economia de Energia em Transmissão, como reduzir custos.**
Speaker: João Paulo Ribeiro
Product Development Manager - Hitachi Kokusai Linear
A energia elétrica é parcela importante dos custos de operação de uma emissora de TV. Os aumentos recentes nas tarifas e a necessidade de manter as plantas analógicas e digitais em operação, resultaram em um aumento significativo nas despesas com energia das emissoras. Atualmente a tecnologia nos proporciona transmissores eficientes com uma redução em torno de 50% no consumo de energia elétrica. E essa tecnologia nos dirige a uma oportunidade para uma nova análise da relação Eficiência Energética vs MER vs Área de Cobertura. Apresentamos como otimizar os parâmetros de acordo com a necessidade específica.
- **Desempenho de Antenas Digitais e Influências devido à Infra-estrutura**
Speaker: Jose Roberto Elias
Sales Manager - IF TELECOM
Serão discutidos os principais aspectos de projetos de antenas digitais, a variação no desempenho devido à infra-estrutura, contra-medidas e estudos de caso. Alguns cuidados de implantação, ainda que seguidos, podem não ser efetivos, daí a verificação de toda a instalação, principalmente levando-se em conta outros sistemas já existentes.

- **Economia de Energia em Transmissão, como reduzir custos.**

Speaker: Ramiro Frugoli Franco

Special irradiating systems development engineer - IDEAL ANTENAS

Obtendo a melhor cobertura de um sistema de transmissão considerando toda a estrutura de sustentação (torre e suportes). quando considerar a necessidade de novas torres em detrimento a torres existentes?. shelter: uma boa cobertura de um sistema de transmissão começa pela forma como são acondicionados os equipamentos. – características importantes a serem analisadas para um sistema de transmissão otimizado, considerando o sistema principal, bem como as possibilidades de aplicação da rede sfm e gap-filler. topografia, instalação e produtos a serem utilizados também serão abordados.



VALDEREZ DE ALMEIDA DONZELLI

DIRECTOR - ADTHEC/ SET

She is a graduate in electronic engineering, power engineering and production from FEI – School of Industrial Engineering. She holds a Master's in electrical engineering from the Mackenzie University, defending the dissertation “Polarização Elíptica: Influência no desempenho de cobertura da TV Digital” (free translation, Elliptical Polarization: Its influence on the coverage performance of Digital TV”. She has a specialization in IT from FESP and in information technology management from the FGV. She began her involvement with the bioengineering segment at the Heart Institute of the Clinics Hospital and has lectured in Radio and Television Technology at the FAAP – the Armando Álvares Penteado School. Between 1979 and 2006 she worked in different sectors of the Padre Anchieta Foundation (owners of the Cultura Radio and TV stations in São Paulo), and was also responsible for the technical projects division where she coordinated the drafting of projects and TV network planning of the radio broadcasters; testing of new technologies and relationships with city halls, broadcasters, the Ministry of Communications and Anatel. She was coordinator of the Abert/SET group for testing and measuring Digital TV systems and of the group that reviewed the regulations for sound and picture broadcasting services. Today, she dedicates her time to ADTHEC – Engenharia & Sistemas – Riscos & Soluções, a company specializing in providing technical services, planning, projects, research, analyses and end-to-end solutions for radio and television broadcasters and communication and telecommunications networks. She is a researcher at the Digital TV Laboratory of the Mackenzie University. She participates in working groups coordinated by Anatel, the Ministry of Communications, Universities, Associations and Research Centers, the Digital Radio Group of the SG6E of the ITU that deals with terrestrial broadcasting issues, as well as the Rapporteur Group on Radiocommunications 6 of CBC 2. She is editorial director at SET, having already worked as publishing and education director.



LARISSA MOREIRA ALVES

Broadcasting Engineering - Rede Canção Nova

Larissa Moreira Alves holds an MBA in Project Management – Fundação Getúlio Vargas and an undergraduate degree in Electrical Engineering from the University of Taubaté. She is currently engaged in managing projects for setting up Digital TV at the TV Canção Nova network.



PAULO ROBERTO FERES DE CASTRO

Director of Engineering - Integração Group

Paulo Feres has been the Director of Engineering at Integração Group for about 8 years, after dedicating 27 years of his professional career to the Engineering area of the Globo TV Network in Belo Horizonte and Juiz de Fora. He is currently in charge of projects involving TV systems, technical support for the equipment facilities and operations in the engineering area, encompassing the capture, production, distribution and transmission at the generation companies at Uberlândia, Ituiutaba, Araxá and Juiz de Fora. He has an

Electronics Technician qualification from the Federal University of Minas Gerais (CEFET Belo Horizonte) and in Telecommunications from UNIPAC (Juiz de Fora); he is also a graduate in Enterprise Management from the Leonardo da Vinci University Center and in Personnel Management from UNIASSELVI. He is also certified by the Amana-Key Senior APG Advanced Management Program (São Paulo), in addition to international certifications from the Disney Institute in Disney's Approach to Business Excellence, in Orlando, and from BFZ (the Training and Development Centers of the Bavarian Employers' Bavaria) and from the Bavarian State Ministry for Economic Affairs, Media, Energy and Technology at the Technical Seminar on Renewable Energy and Energy in the State of Bavaria, Munich, Germany. A regular figure at conferences and seminars on Television Engineering, Paulo Feres is a speaker and is actively involved in discussion groups on digital TV.



JOÃO PAULO RIBEIRO

Product Development Manager - Hitachi Kokusai Linear

Holds a degree in Telecommunications Engineering from the National Institute of Telecommunication; he has always been at the head in managing the key digital transmission projects of Hitachi Linear.



JOSE ROBERTO ELIAS

Sales Manager - IF TELECOM

With a degree in Electronic Engineering from UNICAMP in 83, and an MBA from the FGV in 2005, he has vast experience in Brazilian and multinational companies in the fields of Telecommunications and Broadcast. He currently holds the position of Sales Manager at IF Telecom, and is also a Professor at the Fluminense Federal University on the MBA course in Irradiant Systems and Digital Encoding.



RAMIRO FRUGOLI FRANCO

Special irradiating systems development engineer - IDEAL ANTENAS

A graduate from the Pontifical Catholic University- PUC MINAS and with an MBA in executive business management from PUC-Minas, since 2006 he has been engaged in dedicated studies focused on the Brazilian digital broadcasting system, together with a team of technicians and engineers that developed the first irradiating system with circular/elliptical polarization in Latin America. He currently works as a development engineer for special irradiating systems customized for application to the terrestrial digital broadcasting system.

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