

**Consumption & Audio Visual Production**  
**16h30 – 18h00 | 01/09/2016 Thursday | Room 11**

# Lighting: Evolution, Technology And Conversion



## **Energy Efficiency and New Solutions**

Moderator: **Cicero Legname Marques**

*Technical Maintenance Manager of SBT / SET*



## **A New Revolution in LED Reflectors.**

Speaker: **Mario Jannini**

*Technical Director / ARRI BRASIL*



## **Retrofit: How to replace your reflector's used conventional lamp with a high-power LED lamp.**

Speaker: **Gilberto Alves**

*7LIGHT*



## **Caso de uso de LEDs: Benefícios e Evolução.**

Speaker: **Jair Soares Ventura**

*Technology Manager / TV JORNAL / TV JORNAL*



## **Inovação como conceito à fotografia moderna**

Speaker: **Eric Bottura**

*Photography Director - SBT*

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# LIGHTING: EVOLUTION, TECHNOLOGY AND CONVERSION

## Energy Efficiency and New Solutions

Moderator: **Cícero Legname Marques**

*Technical Maintenance Manager of SBT / SET*

Em face à crise que assola o País, as empresas estão buscando meios ou fórmulas para economia e um dos maiores vilões, está no consumo elétrico, principalmente pela carga elétrica em estúdios. Além da questão que os fabricantes de lâmpadas convencionais estão deixando de produzir lâmpadas alógenas, que devido ao avanço da tecnologia à LED, está permitindo as indústrias definir como principal fonte de iluminação.

- **A New Revolution in LED Reflectors.**

Speaker: **Mario Jannini**

*Technical Director / ARRI BRASIL*

The RGBW configuration RGBW, together with a computerized system that can also be controlled by DMX or IP (Art Net), enables precise reproduction of the color spectrum, making it possible to simulate hundreds of familiar market gels, while also simulating a tungsten filament. This innovative technology opens new frontiers for developing countless uses for LED reflectors.

- **Retrofit: How to replace your reflector's used conventional lamp with a high-power LED lamp.**

Speaker: **Gilberto Alves**

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LED and its evolution. What LED-related technical information must I know when purchasing an LED reflector? How many LED reflectors must I use in a scenery? And what power? (Watts)

- **Caso de uso de LEDs: Benefícios e Evolução.**

Speaker: **Jair Soares Ventura**

*Technology Manager / TV JORNAL*

A evolução tecnológica do LED permitiu, de forma segura, a realização de projetos completos de iluminação para estúdios de TV, gerando benefícios diretos na qualidade da imagem e na redução de consumo de energia. Apresentamos o caso da TV Jornal do Comércio.

- **Inovação como conceito à fotografia moderna**

Speaker: **Eric Bottura**

*Photography Director - SBT*

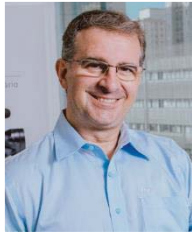
Tem como proposta a inovação como conceito à fotografia moderna, imagens sofisticadas e de profunda aplicação técnica.



### **CÍCERO LEGNAME MARQUES**

*Technical Manager - SBT/ SET*

Holds a degree in Computer Engineering. Has a graduate degree in Information Technology, focused on Strategic Business Management, from FGV-IBE. Course on Leadership and Coaching Techniques from the FGV-IBE. He started working at SBT in 1981 and has been Technical Manager at SBT since 1998. In 1997, he worked for TV Bandeirantes SP and TV Record SP



### **MARIO JANNINI**

*Technical Director - ARRI BRASIL*

Electronics Engineer, he has worked in the equipment production and lease market for over 20 years and is currently technical director at ARRI Brazil, providing sales support and training, and doing maintenance on cameras and LEDs.



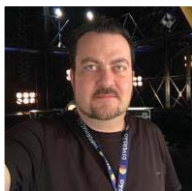
### **GILBERTO ALVES – 7LIGHT**



### **JAIR SOARES VENTURA**

*Technology Manager - TV JORNAL*

With a degree in Information Technology Management from the UFPE (State of Pernambuco), he began his career in broadcasting as an electronics technician at the Jornal do Comércio TV station in 1992, where he developed important projects in cities in the interior of the state, such as Petrolina and Caruaru, at television stations affiliated to the Globo Network and SBT. He is currently Manager for TV and Radio Technology at the Jornal do Comércio Communication System.



### **ERIC BOTTURA**

*Photography Director - SBT*

He studies at the Methodist University of SP. He has 30 years' experience in stage lighting, advertising movies, entertainment programs, journalism, shows, Dramaturgy and Video Clips. He is a developer of lighting projects and implementing lighting-related concepts based on both still and movie photography. He has carried out important work at TV Record, TV Bandeirantes and several producers.

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