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

Lighting: Evolution, Technology And Conversion

Energy Efficiency and New Solutions
Moderator: Cícero 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
消费与音频视觉生产

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

照明：进化、技术和转换

能源效率与新解决方案

主持人：Cícero Legname Marques
技术维护经理，SBT / SET

面对席卷全国的危机，企业正在寻找节省经济的手段，其中一个最大的元凶是电力消耗，尤其在演播室。除了制造业正在减少使用卤素灯，由于LED技术的进步，已允许工业界将其作为照明的主要来源。我们将讨论一些新的解决方案。

- **A New Revolution in LED Reflectors**。演讲者：Mario Jannini
  技术总监，ARRI BRASIL

  RGBW配置，结合计算机系统，可以被DMX或IP（Art Net）控制，能够精确再现色彩谱，使得可以模拟数百种常见的色片，同时也能模拟钨丝。这项创新技术为LED反光镜开辟了新的领域。

- **Retrofit: How to replace your reflector’s used conventional lamp with a high-power LED lamp**。演讲者：Gilberto Alves
  7LIGHT

  LED和它的演变。我需要在购买LED反光镜时知道什么样的技术信息？我需要多少个LED反光镜？（瓦特）

- **Caso de uso de LEDs: Benefícios e Evolução**。演讲者：Jair Soares Ventura
  技术经理，TV JORNAL

  LED技术的演进，以安全的方式实现了全彩的照明项目，直接提高了电视质量，并降低了能耗。我们将展示TV Jornal的案例。

- **Inovação como conceito à fotografia moderna**。演讲者：Eric Bottura
  摄影总监，SBT

  现代摄影的核心是创新，专业级的图片和技术应用。

This open access Journal is distributed under a Creative Commons Attribution (CC-BY) license.
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.

Cite this article: 