

XR: EXTENDED REALITY IN THE AUDIOVISUAL INDUSTRY IN 2039

Chair: **Rodrigo Dias Arnaut** - *Director of Technology, Innovation and Creativity of Esconderijo Criativo and Mundo360*

Speakers:

- **Tadeu Jungle** - *Screenwriter and Director of Film, TV and Virtual Reality*
- **Alex Sobral** - *Audio Engineer*
- **Rodrigo M. Terra** - *Co-Founder and COO of ÁRVORE Immersive Experiences*
- **Karina Israel** - *CGO, YDreams Global*
- **Almir Almas** - *Associate Professor and Head of the Department of Film, Radio and Television - ECA / USP*
- **Juliano Milanez** - *CEO-CO Founder da Shvav Technology*



Chair: Rodrigo Dias Arnaut - Director of Technology, Innovation and Creativity of Esconderijo Criativo and Mundo360

Professor at FAAP, specialist, director and "Disruptive Innovator" in Transmedia, in "Virtual Immersion" and "Interaction and Engagement". President Latin America of Choicely.com (online voting platform). Master in Artificial Intelligence by Poli / USP and Post in Management by ESPM. Director at SET, Founder of EraTransmidia, led for 21 years innovation and technology projects at Globo.



Tadeu Jungle - Screenwriter and Director of Film, TV and Virtual Reality

Scriptwriter and director of cinema, TV and Virtual Reality. He was one of the founding fathers of video art in Brazil. He has written for several newspapers and magazines about video and television. He has presented and directed TV programs for e TV Globo, Cultura and Band, in addition to over 500 commercials. He directed the science fiction movie "Amanhã Nunca Mais", starring Lázaro Ramos, as well as serials and documentary films. He recently undertook two video installations for the Museum of Soccer (Football) and the Museum of Tomorrow. He is the founding partner of production company VR Junglebee, where he made a trilogy of films with a social impact: "Rio de Lama" (River of Mud), where he portrays the survivors of Brazil's worst environmental tragedy, in the city of Mariana; Fogo na Floresta (Forests on Fire), in which he shows the drama of how the brush fires affect the Waurá people in the Xingu region, and Ocupação Mauá (The Mauá Occupancy), portraying the incredible management of a building by homeless people in São Paulo. "Videofotopoesia" (Video, Photos and Poetry) is the book that portrays his 30 years of artistic activity.



Alex Sobral - Audio Engineer

Com mais de 20 anos de experiência em design, finalização e implementação de áudio imersivo para a indústria fonográfica, cinema, televisão e broadcast, atua como pesquisador e consultor independente para integração de tecnologias aplicadas à criação, produção e distribuição de áudio para conteúdo linear e interativo. Coordenou e trabalhou em projetos premiados, concebeu e liderou a implantação técnica dos Laboratórios da Dolby no Brasil e atualmente desenvolve processos de otimização de áudio espacial para aplicações XR.



Rodrigo M. Terra - Co-Founder and COO of ÁRVORE Immersive Experiences

Post-Graduate in Administration by FGV. Specialist in Entrepreneurship from IBMEC-SP. Graduated in Radio and TV by FAAP-SP. Studies and develops Transmedia content since 2006. He directed and conducted several audiovisual projects and transmedia for independent broadcasters and producers, the Fazenda Urbana Digital and partners. Consultant in Transmedia in the Objectiva Audiovisual program by Sebrae / APRO, was juror and ministered design clinics at festivals such as Ventana Sur, Brasilia Festival and international keynote speaker at international events such as NABShow and VR Days Europe. He is a LEGO fan, loves soap opera and genre films and is a great promoter of new immersive media such as Virtual Reality, Mixed and Augmented Reality. Today he is Deputy Director of Business of the EraTransmedia Association, co-founder and COO of ARVORE Immersive Experiences



Karina Israel - CGO, YDreams Global

A solid background in project management and planning, acquired over several years of work with high profile Brazilian technology and interactive media companies. In 2002 finished a MA in Technology, Science and Society from Universidade de Salamanca and, at YDreams, manage a variety of commercial and research projects. Specialties: branding and identity, interactive consulting, innovations for events and advertising.



Almir Almas - Associate Professor and Head of the Department of Film, Radio and Television - ECA / USP

Associate Professor and Head of the Department of Cinema, Radio and Television, Researcher at the Graduate Program in Audiovisual Media and Processes, School of Communications and Arts, University of São Paulo. PhD and Master in Communication and Semiotics, PUC / SP. General Coordinator and Leader of LabArteMídia - Laboratory of Digital Art, Media and Technologies and Obted - Brazilian Observatory of Digital Television and Technological Convergence. Film-maker. Member of the Board of the Brazilian Society of Television Engineering (SET). He has participated in several national and international film, video and electronic art festivals. He has publications in books, academic journals, newspapers and magazines. He is the author of the book "Digital Terrestrial Television: Systems, Patterns and Models", published by Alameda Editorial in 2013.



Juliano Milanez - CEO-CO Founder of Shvav Technology

With over 20 years of experience in the Hi-Tech area in media and entertainment, initially in the cinema industry, with supercomputers for special effects, going through the Broadcast universe of Virtual Graphics and Dynamic Graphics; AR / VR, automation and robotization. Currently with disruptive technologies such as Volumetric Videos for multiplatform, in the most different cases and presenting futuristic options of media consumption, manipulation and intimate interaction with the Israeli Hi-Tech industry..