

# IP INFRASTRUCTURE – EARLY ADOPTERS’ CHALLENGES (CASE STUDIES)

Outstanding Engineers from four leading TV companies present their experiences in cases of IP infrastructure – based deployment in their institutions.

We select cases with different types of applications such as: HD Baseband /4K Baseband / Video Compressed in H264.

**The speakers will address various aspects of their projects, such as:**

- Types of applications that deployed with IP Infrastructure;
- Factors that led to the choice of IP technology;
- Type of IP solution adopted;
- Critical points in the design and definition of the solution architecture;
- Pros and cons of the IP solution over a conventional solution;
- Critical points in the implementation and setup;
- Adaptation of operational and professional routines;
- Results obtained;
- Macro project evaluation in technical, operational and cost terms. Macro project evaluation in technical, operational and cost terms.

**Chair: Carlos E. O. Capellão - PHASE Engenharia**

- **SKY – TS-H264 EM JAGUARIUNA**

**Alexandre Hotz - *Director of Engineering at Sky Brasil***

- **GLOBOSAT - BAND BASE IN RIO HEADQUARTERS**

**Alexandre Torres - *Manager of Technology Development at Globosat***

- **TV GLOBO - HD AND 4K BASEBAND IN RIO AND RECIFE**

**Wilson Almeida - *Executive Supervisor of TV Systems Support at TV Globo***



**Chair: Carlos E. O. Capellão - PHASE Engenharia**

Electronic Engineer graduated from UFRJ in 1974. MBA from FGV-RJ. Since 1973, he has worked in the television and telecommunications sector, working in main TV Networks and at Embratel. In 1980 he founded PHASE Engenharia, a company he has been directing since then, working on the design and implementation of Television Equipment and Systems and Telecommunications. In Phase, he is constantly improving a wide range of Solutions for TV projects through partnerships with manufacturers leaders in their segments. Founding partner of SET - Sociedade Brasileira de Engenharia de Televisão, occupied the positions of President and Director for many years.



**Alexandre Hotz - Director of Engineering at Sky Brasil**

Electronic Technician from Fundação Bradesco, Technologist in Electricity from Universidade Presbiteriana Mackenzie, Electrical Engineer from Pontifícia Universidade Católica de São Paulo, post-graduate in Digital Satellite TV System from INATEL and master in Electrical Engineering from USP. He has 25 years of experience in various areas of Electrical Engineering, Information Technology, Telecommunications Systems, Television Engineering and Technical Education at the intermediate level. He works as a Director of Engineering at Sky Brasil where he is responsible for the development of RF and satellite projects, Critical Mission Infrastructure, Set-top box and ODU development, and IP Network Infrastructure within the Engineering Department of SKY.



**Alexandre Torres - Manager of Technology Development at Globosat**

Electrical Engineer - Emphasis in Electronics. Graduated from the UGF, postgraduate in Communication Networks by PUC-RJ and Training in Executive Management by COPPEAD. He has been working for 30 years in the Media and Entertainment area, started his career in TV Manchete, currently holds the position of Technology Manager at Globosat, responsible for projects related to Playout and Content Production.



**Wilson Almeida - Executive Supervisor of TV Systems Support at TV Globo**

Electrical Engineer - Emphasis in Electronics. Graduated from the UGF, postgraduate in Communication Networks by PUC-RJ and Training in Executive Management by COPPEAD. He has been working for 30 years in the Media and Entertainment area, started his career in TV Manchete, currently holds the position of Technology Manager at Globosat, responsible for projects related to Playout and Content Production.