

SET EXPRESS | INFRASTRUCTURE

In this panel, the technical aspects of the infrastructure of a broadcasting station will be discussed: Project digitizes Brasil -PDB from the project to the situations under implementation and already installed; a methodology to predict lightning strikes and thus protect stations and equipment and the importance of maintenance of stations by city halls in the PDB.

Chair: Valderéz de Almeida Donzelli - Technical Director of ADTHEC | SET Counselor

SHARED INFRASTRUCTURE CONCEPT USED IN THE DIGITALIZA BRASIL PROGRAM

Francisco Peres - Coordinator of the Infrastructure Sharing WG at SET

The biggest program to build stations in the history of Brazilian Broadcasting got off the ground with a project that houses up to 8 stations in a single tower and in a simple and versatile structure.

LIGHTNING ALERTS

Dr. Moacir Lacerda - CEO of EPL Informática

We will talk about atmospheric electrical discharges in general and present a summary of the damage caused by lightning strikes in broadcast transmission facilities.

We will present the YANSA computational platform that detects lightning strikes, in real time, 10 to 20 minutes in advance.

In conclusion, we will present the possibilities of using the YANSA platform to increase the security and uninterrupted of broadcast transmission systems as well as the elaboration of a product in the meteorological area for journalistic dissemination.

HOW THE MAINTENANCE OF THE DIGITALIZA BRASIL PROJECT STATIONS WILL BE CARRIED OUT: AN ANALYSIS OF THE SCENARIO AND POSSIBILITIES FOR OPTIMIZING COSTS AND RESULTS.

Sérgio Martines - Executive Director - SM Facilities

32 years of professional experience in television, especially in the area of maintenance and implementation of transmission systems.

Executive Director of SM Facilities, a television engineering services company.

Professional in Project Management, PMP®, with experience as a consultant in several areas, such as IT, finance, legal, industry and third sector.

Degree in Civil Engineering – UFPR and Electronic Technician – Cefet-PR (currently UTFPR).

MBA in Project Management – FGV, and Post-Graduation in Construction Management – Cefet-PR.

Vice-president of the Project Management Institute – Chapter Paraná (PMI-PR).
MBA professor in project management at several institutions.



Chair: Valdez de Almeida Donzelli - Technical Director of ADTHEC | SET Counselor

Graduated from FEI in electronic, electrotechnical and production engineering. Master in electrical engineering. Postgraduate in Neuroscience from Instituto Israelita Abert Einstein. Specialization in IT by FESP, ICT management and Project Management by FGV, Data Science by Awari, Advanced Digital TV System by INATEL and DMC – Decoding Mente Corpo with Dr Carlos Alberto Ribeiro. She develops research projects in connectivity, digital media and application of neuroscience concepts in engineering and human development.

Director of Engineering, Technology and Regulatory at the engineering company ADTHEC (www.adthec.com.br), working in the areas of consultancy, advisory, planning, projects, training, research and solution analysis for radio, television and telecommunications stations from the public and private sectors, with an emphasis on the design and implementation of transmission systems. She participates in several work groups coordinated by Anatel, Ministry of Communications, Universities, Associations and Research Centers. The company is a member of the SBTVD Forum.

Member of the deliberative council of SET (Sociedade de Engenharia de Televisão), of the technical committee of AESP (Association of Radio and Television Broadcasters of the State of São Paulo)



Francisco Peres - Coordinator of the Infrastructure Sharing WG at SET

Graduated in Telecommunications Engineering from Universidade Federal Fluminense, Master's Degree in Electromagnetism from PUC-Rio and MBA from FGV. He is currently Manager of the Projects and Licensing area of Globo's Telecommunications Systems.



Dr Moacir Lacerda - CEO of EPL Informática

Graduated in Physics from the Federal University of Pernambuco (1988). Master in Physics from the Physics Institute of the University of São Paulo (1993). PhD at the National Institute for Space Research (INPE) (1998), Post-Doctorate in Meteorology at the Institute of Astronomy and Geophysics of the University of São Paulo (2012-2014). Over the last 30 years he has been dedicated to the study of atmospheric electricity and its implications for the application of existing technologies and the development of new technologies. I am currently CEO of EPL Informática developing and implementing impactful technological innovations that generate information for decision making in real time.



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