

IP INFRASTRUCTURE – WILL MY NEW ARRAY BE 2110 OR WILL IT BE IN THE CLOUD?

How should I face the video transport infrastructure at my station? Is SDI history and should I only look at the IP? The worst is over and it is already the best choice? And cloud, did it really come to dominate or will it be another variable in this equation? In this panel we will discuss the evolution of the infrastructure and try to answer, with renowned experts, some of these questions.

Moderator: Roberto Hoffmann Netto, Technology and regulatory project manager at RBS TV Porto Alegre

Speakers:

- **Boris Kauffmann - Senior Specialist Solutions Architect - AWS**
- **Felipe Domingues - Pre-Sales Manager - CIS Group**
- **Eduardo Lopes - Technology Director of Rede Amazônica**
- **Marcelo Minami - Solutions Architect | AD-Digital**



Roberto Hoffmann Netto, Technology and regulatory project manager at RBS TV Porto Alegre

Electrical engineer, with an emphasis on automation, graduated from Unisinos. He has been working for over 15 years in broadcast and telecommunications companies, with extensive experience in management systems projects, multiservice networks and in IT and Broadcast platforms. He has worked on deployments in Brazil and Latin America, having worked at Claro, Deutsche Telekom and Smartcom PCS. He is currently manager of technology projects and regulatory at RBS TV Porto Alegre.



Boris Kauffmann - Senior Specialist Solutions Architect – AWS

Graduated in Electrical and Electronic Engineering with emphasis in Telecommunications from Universidade Presbiteriana Mackenzie, he is currently a Solution Architect Specialist in Broadcast at Amazon Web Services (AWS). He has over 15 years of experience in the audiovisual industry providing solutions for broadcast and post-production companies using cutting-edge technologies for the transport and processing of sound and image. He has developed several on-premises video over IP infrastructure projects based on the SMPTE 2110 and SMPTE 2022-6 standards, and is currently responsible for designing cloud architectures for AWS's media and entertainment customers in Latin America.



Felipe Domingues - Pre-Sales Manager - CIS Group

Electrical engineer with over 18 years of experience in the Broadcast market, always working in technical areas. During this period, he worked at companies such as Snell Advanced Media (SAM), Imagine Communications and Grass Valley. For 4 years he has been working as Pre-Sales Manager for CIS Group helping clients to find the best solution for their needs.



Eduardo Lopes - Technology Director of Rede Amazônica

Eduardo Lopes holds a degree in Electrical and Telecommunications Engineering from Inatel. He has specializations in Systems (Center for Higher Education in Management, Technology and Education – FAI), Project Management (Fundação Getúlio Vargas – FGV), Digital TV and IPTV (Inatel), Business Administration (Postgraduate and Graduation Institute – IPOG) and Digital Strategies for Media Companies (ISE Business School). Currently, he is the Director of Technology at Rede Amazônica, an affiliate of TV Globo in the North Region.



Marcelo Minami - Solutions Architect | AD-Digital

Graduated in Systems Analysis, he has over 28 years of experience in the Broadcast market.

In his professional journey he has led technical projects, project management, support and deployments. He has worked intensively on relevant digitization projects with major manufacturers and integrators in Brazil and Latin America.