

CHALLENGES OF DEPLOYING TVRO IN KU BAND

To mitigate the potential interference of the 5G cellular technology signal in the Band C range, a program was created to migrate domestic satellite dish receptions from Band C to Ku Band, part of this migration being supported with resources from the 5G auction. Mainly considering the deadlines defined in the 5G entry schedule, this program has a major technical and operational challenge in the uplink of the TVRO signal in a new MCPC (Multiple Channels per Carrier) transmission system in Ku Band, the challenge of specification, purchase, manufacture, supply and installation of a kit of receivers for families that are part of the social programs of the federal government (CadÚnico), and also the challenge of adapting the software of the legacy domestic receivers base but with the ability to migrate band along with the new models.

With a technological focus, we will understand the details of this program with representatives of EMBRATEL/CLARO, EAF – Entity Administering the 3.5GHz Band created to manage this process and which operates under the brand Siga Antenado – and the participation of a manufacturer of Home Receivers.

Moderator: Claudio Borgo – Video Engineering Director - Claro

Speakers:

- **Guilherme Saraiva - Sales Director - Embratel**
- **Antonio Parrini – Director of Operations - EAF**
- **Marcio Cauduro – Business and TV Products Manager - Elsys**



Claudio Borgo – Diretor Engenharia de Vídeo - Claro



Guilherme Saraiva - Sales Director - Embratel

Guilherme Saraiva is the commercial director for the Media and Satellite segments at EMBRATEL, where he supports clients in the development of their business in the physical and digital worlds. In Grupo Globo he acted as CTO of Telecine, where he

launched the streaming platform Telecine Play. He was technology planning manager at Globosat during the migration of channels to HD and the launch of OTT digital products. He led NET's marketing and corporate products area, participating in the launch of broadband internet services. He coordinated British Telecom's expansion plan in Latin America, collaborating on digital inclusion projects in several countries.

Telecommunications engineer from IME, with an MBA in marketing from FGV, Master in Finance from FGV and an MBA in Data Science from PUC-RJ.



Antonio Parrini – Director of Operations - EAF

Antônio Parrini has almost 30 years of professional experience, all of them in Telecom. The last 8 years were as C-level Executive in tower companies such as BR Towers (COO), Centennial (CEO) and Phoenix Tower (VP). Before that, he worked for telecom operators such as ATL (before being acquired by Claro), Oi and GVT (before being acquired by Vivo).

At Oi, he was Director of Networks and Operations, in the Fixed and Wireless divisions, for almost 10 years. He participated in several startups, such as Oi Mobile (employee #3) and BR Towers (employee #2). He is a telecommunications engineer with a degree from Universidade Federal Fluminense and an MBA from COPPEAD UFRJ business school.



Marcio Cauduro – Business and TV Products Manager - Elsys

Executive with more than 20 years of experience in strategy, management, development and launch of Products and Services working in Telecom Operators, Startups, Electronics Industry and Service Providers. Acting in different Technology markets such as TV, Internet, Mobile Applications and database search engines. Building technological and commercial partnerships with local and international partners to offer customized products.

Computer Engineer from UNICAMP with a postgraduate degree in Business Administration from FGV/SP and an MBA from IE Business School – Spain.