

TECHNOLOGIES APPLIED TO CONTENT. HOW TO PREPARE FOR THE CONTENT OF THE FUTURE

In a period of so much technological evolution, what can we expect from the future of entertainment and content, how to consume, how to interact, how to create?

At the panel, Experts will discuss the future of audio, video and even content consumption with an approach to emerging technologies and real-world use cases already applied, such as image and audio synthesis, the integration of new computing processes to generate content, and how we should prepare ourselves for this moment.

Moderator: Pablo Bioni - Researcher, VFX Supervisor, and Head of Innovation - Future of Content - Globo

Speakers:

Luiz Kruszielski, Audio Producer - Globo

Sandro Di Segni, Animation and VFX Supervisor

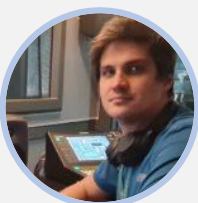
Flavio Mayerhofer, Head of Metaverso Meta4Chain, Director and founder Studio XR



Pablo Bioni - Researcher, VFX Supervisor, and Head of Innovation - Future of Content - Globo

With more than 18 years of experience in VFX, Pablo is a former computer engineer with a master's degree in image processing at PUC-RJ. His main focus is on innovation and technology roadmap forecasts. Pablo has lead R&D academic laboratories and worked in Europe with famous VFX teams and had active participation as a member of ACM, SMPTE, and VES.

Pablo joined Globo's R&D in 2011 as Technical Director, worked on more than 30 products, and is currently head of Innovation and New Technologies applied on content.



Luiz Kruszielski - Audio Producer - Globo

Luiz Kruszielski is an audio producer at Rede Globo, being responsible for the audio of several series and soap operas. He holds a Master's and a Doctor's degree from Tokyo University of the Arts, Japan, where he specialized in psychoacoustics applied to audio-visual. He has also dedicated himself to research on spatial audio and artificial intelligence applied to voice synthesis.

**Sandro Di Segni - Animation and VFX Supervisor**

Working in the animation and VFX market for over 20 years Sandro has participated in big names in the world of Animation such as Star Wars: Clone Wars and Cinema in Harry Potter, Man of Steel, Jurassic Park and more recently in the Miss Marvel series and in Shazam 2 movie yet to be released.

In addition to being an effects specialist, he also created his own startup and ran for a while and acted as an effects supervisor in several national films such as the recently released Pluft, the Fantasminha.

**Flavio Mayerhofer - Head of Metaverso Meta4Chain, Director and founder Studio XR**

Graduated in technology, cinema and marketing, he is a pioneer in immersive technologies in Brazil. Flavio is co-founder of the XRBR Brazilian association of extended reality companies and professionals. He is also the founder of Studio XR, a company specializing in extended reality with several projects using 5G in Brazil, having directed the first holography and VR streaming using 5G in Latin America. He is co-founder of 3DParade, a platform for building metaverses in WEBXR, where he held the first metaverse fair in Latin America, with around 2000,000 simultaneous access. He also created the Futurecom 2021 Metaverse which took place on the 3DParade platform. In its portfolio of projects carried out are the following companies: Globo, Netflix, Samsung, HBO, TV Escola, Petrobras, Shell, Ericsson, Motorola, LG, Casa Bahia, McLaren, Claro, Serasa, Stone, XP Investimentos, L'Oréal, Accor Hotels, among others.