

SET EXPRESS | PRODUCTION

Chair: Raimundo Lima - Executive Director of PRODUPIX / Member of the Board of SET

“Cloud-Based Workflow: A new modern way to create, edit, share, and stream

“Who Killed Sara?” – a successful case using remote editing

Unreal: revolutionizing the way of producing and telling stories

• CLOUD PRODUCTION – REVOLUTIONIZING CONTENT CREATION FOR LIVE NEWS AND SPORTS

Speaker: Jose Luis Reyes - Vice President for Latin America - Live U

Outside Broadcaster Truck or VANs (DSNG) were synonymous of good services and quality. However, year by year, with advanced of technology and cost pressure, it is pushing for more innovative solutions, cutting expensive hardware and replacing with state of art technology for remote production. The presentation explores new modern way to create, edit, share and transmit, by using the Live U new concept called Cloud Based Workflow, building a flexible, scalable and cost efficiency production for Live News and Sports Broadcasts.

• VIRTUAL PRODUCTION IN UNREAL

Speaker: André Dias Arnaut - Virtual Production Manager – RecordTV

We are experiencing a revolution in media production in the world, and this movement is being led by the Epic game engine called Unreal. The beginning of this movement begins mainly with Disney productions in Hollywood, among them Mandalorian, which made everything we had learned in virtual production to be rethought.

The projection that in the next 6 years until 2028 virtual production will grow 15% per year and this tends to continue with a demand that was repressed due to not having access to this technology.

We will show case studies, research and how to prepare for this process that puts virtual production at the center of content production discussions and changes how we tell our stories.

• NETFLIX CASE “WHO KILLED SARA” – COLLABORATIVE REMOTE EDITING

Speaker: : Luis Bechtold - Strategic Manager at Adobe

The Spanish language series “Who Killed Sara?” became one of the surprises Netflix hits of 2021, earning a spot as the streaming service’s most popular non-English language title a month after its launch.

The Post-production team achieve a smooth remote editing workflow and set up an efficient, collaborative, and reliable workflow using Productions in Adobe Premiere Pro and LucidLink.

Simultaneous editing using Productions in Premiere Pro meant that multiple editors could attack the same episode. It made the edit more collaborative because everyone was working together. If someone was getting stuck on a scene, I could have another editor take a look at it with fresh eyes.



Raimundo Lima - Executive Director of PRODUPIX / Member of the Board of SET
With stints on the main Brazilian television networks, he collaborated in the Production, Engineering, Broadcasting, Operations and Technology sectors, working in the areas of Entertainment, Journalism, Dramaturgy and Sports. He is an active member of the main associations in the sector and an active participant in fairs and conferences in the media market.



Jose Luis Reyes - Vice President for Latin America - Live U
Broadcast industry since 1985. Sales Manager for Cine Materiales – 2003. Broadcast Project Manager and then sales manager at Inviso in Miami (Miranda – ADC-Belden – 2005 to 2007), Vice president Sales & Operations at Inviso (Miranda – ADC-Belden – 2007 to 2013), Regional Sales Manager LaTam South (Grass Valley – 2013 to 2016). VP Latin America at LiveU since 2016 to the present. In charge of direction of business operation in the Latin American region for Mexico, Central America, South America (Including Brazil) and the Caribbean.



André Dias Arnaut - Virtual Production Manager - RecordTV
Specialist in virtual production and leading a team of 42 people at Recordtv.
With 19 years of experience in various platforms and participating in the main deployments of graphic platforms and virtual productions in broadcasters and content producers participating in more than 40 projects of virtual studios.
With works and passage through SBT, Rede Bandeirantes, Tv Cultura, Espn, Fox, Globo São Paulo, Rede Tv, Rede Vida, Rede Amazonia, Maze, TsMusic, Ministry of Health Tv Sus, Pixit among others.



Luis Bechtold - Strategic Manager at Adobe
I am currently driving Strategic Business Development across Adobe's Creative Cloud Enterprise SaaS business with Adobe's Latin America Enterprise Customers & Industry Partners to accelerate Business growth & Product Innovation.
Customer focus leader with 20+ years of experience in the Digital Media and Entertainment Industry.