

5G – BEYOND INFRASTRUCTURE – HOW 5G APPLICATIONS WILL EXPAND MEDIA POSSIBILITIES

Moderator: Fernando Gomes de Oliveira - Director - Future Maker

The 5G connectivity infrastructure is under construction, this year all capitals plus the Federal District will have access to 5G SA networks and new possibilities and opportunities will be created, but applications for the full use of this new technology are essential. Brazil, known for its creativity, will be able to play a leading role in the development of 5G software and applications in the media and entertainment market. For that, a lot of collaboration and cooperation between all the actors involved in the communication ecosystem is necessary.

Speaker:

- **Hermano Pinto - Director - Informa Markets**
- **Alexandre Britto - President of Abott's – Brazilian OTT Association**
- **Guilherme Saraiva - Sales Director – Embratel**
- **Uirá Moreno Rosário e Barros - Telecom Analyst – Strategy and Technology | Globo**

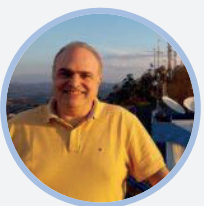


Fernando Gomes de Oliveira - Director - Future Maker -

Fernando Gomes de Oliveira studied Computer Engineering at POLI-USP, Governance/Compliance analyst, specialist in broadcast, mobile services (4G/LTE, 5G and WiFi 6), optical fiber, angel investor at Poli Angels, mentor in startups, co-founder of Roboyell, an AI startup focused on computer vision, and KYtron, a Deep Tech focused on robotics.

Member of the Innovation, Machine Learning and ESG committees at I2AI – International Association for Artificial Intelligence, innovation committee at ABOTTs – Brazilian Association of OTTs, columnist at SET Magazine, OLA-CCI Advisor and coordinator of the 5G Working Group at ACATE – Santa Catarina Technology Association.

He talks about the digital world, innovation, disruptive technologies, futurism, startups, people, diversity, education, environment, 5G, IoT, smart cities and society.



Hermano Pinto - Director - Informa Markets

Hermano Pinto is an electrical engineer, graduated from Escola Politécnica da USP (EPUSP) and a BA in Economics from FEA-USP, with a professional master's degree in business management from Duke University, North Carolina (USA).

He worked for 30 years in companies of the Siemens Group, in the areas of telecommunications and technology, where he held several positions in Brazil, Latin

America and Europe. He was Worldwide President of the Wireless Access Business Unit at Siemens AG in Munich.

Advisor to several trade associations, in addition to holding the position of Director of the Telecommunications Division of the Department of Infrastructure (DEINFRA) at FIESP. He is currently General Director of the Infra & Tech Nucleus (Infrastructure & Technology) for Brazil at the British group Informa.



Alexandre Britto - President of Abott's – Brazilian OTT Association

Graduated from the Federal University of Rio de Janeiro in Engineering, he has over 20 years in the technology, telecommunications, TV, streaming, digital content and media industry. Specialized in Business Development, Planning and Implementation, Marketing and Commercial Strategy Formulation, and Go-to-Market Strategy and Execution.



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.



Uirá Moreno Rosário e Barros - Telecom Analyst – Strategy and Technology | Globo

Graduated in Electrical Engineering and also in Radio and TV, with a Masters in Electrical Engineering from Universidade Mackenzie, he works as Senior Telecom Analyst in Strategy and Technology at Globo.

In the Telecom area, it focuses on the study and implementation of new technologies at the station. He was responsible for the First Live Stream in Dolby Atmos on ISDB-T, in 2020, and currently implements immersive audio on Digital TV in São Paulo. In the last year, he has as one of his fronts the study of applications of innovation with 5G in Globo products, having already carried out the São Paulo Carnival 2022 with the technology. In addition to Globo, he is also a university professor at Faculdade Cásper Líbero, teaching in the Radio, TV and Internet Course, leading the subjects of "Technology" and "Audio Capture and Editing".