

PRODUCTION

Moderator: Esdras Miranda, Director of Technology and Operations at Sistema Jangadeiro de Comunicação

- **METAHUMANS & DIGITAL DOUBLES**

Speaker: **Karlos Rabello**, Sales Manager for Latin America and the Caribbean, disguise

What if you could accurately simulate a major football match in a virtual environment and view your favourite moments of the game at a level of detail that would have been impossible through a traditional broadcast? With today's advances in game engine graphics, with realistic 3D humans, or MetaHumans, that future is closer than you'd think.

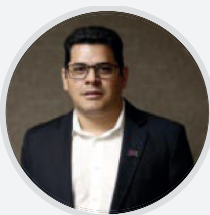
In this presentation, we will critically investigate how MetaHumans and digital doubles are changing sports broadcasts today, and explore the possibilities that they'll bring to future match day coverage.

- **HDR PRODUCTION – TONE MAPPING TECHNIQUES AND ROUND-TRIP CONVERSION PERFORMANCE**

Speaker: **José Filipe Ferraz Valente**, Video Standards Engineer - Philips

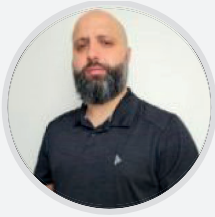
Historically, the color and contrast limitations of SDR have forced content producers to make difficult choices, while HDR gives them greater freedom to tell their stories with greater flexibility. However, HDR presents its own challenges: the different characteristics between HDR monitors conflict with optimal reproduction of SDR or HDR content on any screen. Tone mapping addresses this issue by compressing HDR to SDR (or to lower luminance HDR), or vice versa, expanding.

In this talk, several tone mapping techniques will be discussed, static, such as LUTs, and dynamic, based on metadata, in addition to analyzing the advantages of each.



Esdras Miranda, Director of Technology and Operations at the Jangadeiro Communication System

Postgraduate in Business Management from Fundação Getúlio Vargas, Graduated in Electrical Engineering – Electronic Modality from the University of Pernambuco. He worked as a teacher on the Telecommunications Engineering Course at Faculdade Maurício de Nassau (Campus Recife). He currently holds the position of Director of Technology and Operations at Jangadeiro, a Communication Group formed by two TV Generators affiliated with SBT (located in Ceará), Rádio Jangadeiro Band News FM and Rede Jangadeiro de Rádio, composed of 8 FM stations in the state. He is a member of the Brazilian Society of Television Engineering (SET).



Karlos Rabello, Sales Manager for Latin America and the Caribbean, disguise

Karlos Rabello is at the forefront of Disguise's strategy for Latin America and the Caribbean, providing Virtual Production solutions, extended and augmented reality, graphics and storytelling solutions in projects at the main television stations and film producers in the region. With more than 20 years of experience in the media and entertainment market, with experience at Adobe, Vitec, SanDisk and CadriTech leading the 3D/2D Animation business unit with Autodesk M&E, Toonboom and Adobe. At disguise, our mission is to provide a safe and innovative platform for technicians and creatives to deliver innovative experiences to their audiences.



José Filipe Ferraz Valente, Video Standardization Engineer - Philips

José Filipe Ferraz Valente has a Bachelor's degree in Electronic Engineering. He has worked in the Broadcast area for over thirty years in different roles. He currently works as a Video Standardization Engineer for Philips and as such, is involved in the new TV2.5 and TV3.0 standards in Brazil through the SBTVD forum. Previously, on Globo | Globosat worked on the implementation and projects of TV systems and participated in the preparation and execution of major events such as the Olympics, World Cups and musical shows, such as Rock in Rio. During this period, Filipe also worked as coordinator in the event production area live. Furthermore, he worked at Seal B&C – Convergint, a broadcast and content systems integrator company, as a Systems Engineer and at Oi, a Telecom company, as a Specialist Consultant in the video area.