

VIRTUAL PRODUCTIONS – FROM TECHNOLOGICAL INNOVATIONS TO PRACTICAL IMPLEMENTATIONS IN TV, CINEMA, AND GAMES

In this panel, we will show technological advances in the composition of virtual scenarios (AR – augmented reality, VR – virtual reality and XR – extended reality), with details of the infrastructure involved, with low-cost solutions, up to large projects, also including gaming industry, the use of LED screens and the use of AI (artificial intelligence).

Moderator: Caio Klein, General Director of TVE RS

• AN OVERVIEW OF VIRTUAL PRODUCTION TODAY

Speaker: **Jorge Martinez, Director of Business Development for the Americas and Director of Sales for Latin America, Stype**

Types of virtual production: AR (Augmented Reality), VR (Virtual Reality) and XR (Extended Reality). Pros and cons of these technologies.

Aspects to consider: Cameras, lenses, render engine, Genlock, tracking systems, lighting, LED panels

Worldwide use cases (AR, VR and XR).

State of the art of the Brazilian market regarding these technologies.

• HIGH-PERFORMANCE, LOW-COST VIRTUAL PRODUCTION AND THE TECHNOLOGICAL DISRUPTION OF MOTION GRAPHICS

Speaker: **André Arnaut, Specialist in Virtual Production and Motion Graphics for Broadcast**

Today, the global virtual production market is experiencing a true revolution with the powerful Unreal, a game engine that is transforming the way content is created. Hollywood is already under its thumb, with epic productions like Disney's Mandalorian surrendering to this revolutionary technology. And here in Brazil, our broadcasters and producers are not left behind, building virtual scenarios with quality and results never seen before. The exponential rise of this technology in the world and in our country is indisputable.

Thanks to advanced tools such as Aximmetry, operating virtual productions in Chroma Key, Xr LedWall and Augmented Reality has become extremely accessible. Now,

deploying these innovative solutions is easier than ever, and best of all, at a very low cost. This is a crucial time for all video companies to completely rethink their production workflows.

- **VIRTUAL AND XR PRODUCTION: REINVENTING FILMMAKING AND AUDIOVISUAL WITH LED WALLS**

Speaker: **Nelson Maluf, Virtual Production Director, Disguise**
Dive into a new world of content creation. From movies to TV shows, advertising to entertainment, technologies like LED panels, high-performance servers, camera tracking and game engines are changing the way we produce and experience content. Come discover how these innovations are shaping the future of the professional production industry.

- **VIRTUAL PRODUCTION – FROM THE TRADITIONAL USE TO AI • RESUMO**
Speaker: **Paulo Rabello, Director of Hub Operations and Content Distribution, Globo**

The intensive use of virtual production technologies has allowed incredible opportunities in our industry since long time. This technology has been enabled solutions that would be impossible to produce or that would be very expensive if implemented through traditional processes. There is no doubt that virtual production technology will boost with the application of Artificial Intelligence. What positive and negative impacts can we expect on our content production processes?



Caio Klein, General Director of TVE RS

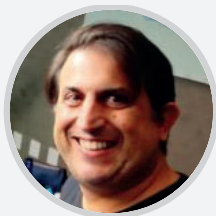
Electrical Engineer graduated from UFRGS, with a Postgraduate Degree in Strategic Leadership in Business and People from ESPM-RS. He began his career at RBS, holding various roles within the group. Then, for 10 years, he was Technical Director at TVE-RS. He returned to RBS to be the Technical Manager of the Group's Radios and later being the Executive Manager of TV Operations, where he participated in the coverage of the 2006, 2010, 2014 and 2018 World Cups, the 2008 and 2012 Olympics and the 2006 Interclub World Cup. , 2010 and 2017, coordinating the logistics of Grupo RBS in these events. He is currently the General Director of TVE RS.



Jorge Martinez, Americas Business Development Director and Latin America Sales Director, Stype

Jorge Martinez is stYpe's sales and operations leader for Latin America and some projects on the east coast of the USA and in Spain. His experience as an Electronics Engineer has led him to work in the broadcast and live events industry for the past 24 years. He worked from TV stations such as TV Azteca in Mexico to pay TV channels such as Grupo HBO Latin America, where he worked on the engineering and operations team. These experiences led him to join Vizrt where, for nine (9) years, he led the sales and operations team in Mexico, Central America and the Caribbean. Martinez joined stYpe in early 2021 to expand Virtual Production solutions with its camera and object

tracking systems as well as rendering solutions developed for Unreal Engine called StypeLand, Green Killer and Stype XR, boosting the Cinema industries , Ads and TV helping producers and content creators develop new narrative universes using tracking and rendering solutions.



André Arnaut, Specialist in Virtual Production and Motion Graphics for Broadcast

Specialist in virtual production in Unreal and motion graphics with 22 years of experience in large national and international projects from broadcasters to large virtual productions, XR LedWall and Augmented Reality, Partner at Begin Play official Epic Games Unreal authorized training center in Brazil, Authorized and certified Aximmetry agent, Educator and speaker in virtual production.



Nelson Maluf, Virtual Production Director, Disguise

Video Director with over 25 years of experience. Graduated from Full Sail University in Film and TV Production in the USA. His career stands out for his 12-year participation as Video Director on singer Julio Iglesias' world tour, covering 64 countries. Currently, Nelson is the first Brazilian certified by the Disguise Virtual Production Accelerator, and helps clients build studios for Virtual Production and xR with LED panels and high-performance servers.



Paulo Rabello, Director of Hub Operations and Content Distribution, Globo

Paulo Rabello is a computer engineer with 26 years of experience in the Broadcast and Media industry. He is a member of PMI (Project Management Institute) and has held the professional proficiency title in project management since 2003, as well as an MBA in project management. He began his career at Globo as an engineer in 1995. Over these years, he was director of the Projects and Maintenance area as well as director of technology for Entertainment, leading technology projects in 4K and 4k HDR productions in dramaturgy. Currently, he is the technology leader for all of Globo's content production and distribution processes, not only for Drama and Variety, but also for Sports and Journalism.