9h - 11h | Aug. 24, 2017 – *Thursday* | ROOM 13

HOT SESSION

PROJECT UHD – BRAZIL: A BRIDGE TO THE FUTURE

Chair: Olimpio José Franco, Superintendent of SET

One decade has passed since the introduction of high definition television in Brazil and it is high time to consider the technical advances in pictures and sounds and plan how to facilitate their introduction in a world with progressively larger and more beautiful screens, but also in which personal devices become of utmost importance in people's lives, and new formats of video services are made available at each moment. This session will discuss this new world which awaits for us, and also include speeches about two special international efforts which are being conducted towards preparing for such future - the Ultra HD Forum and CTAs Wave Project (Web Application Video Echosystem). We will also present how Project UHD -Brazil is being structured.

- **THE ULTRAHD FORUM**

Speaker: Skip Pizzi - Vice President, Technology Education and Outreach (NAB)

The Ultra HD Forum is bringing together market leaders from every part of the industry; broadcasters, service providers, consumer electronics, and technology vendors to collaborate on solving the real-world hurdles, and accelerating Ultra HD deployment.

- **THE WAVE (WEB APPLICATION VIDEO ECOSYSTEM) PROJECT**

Speaker: Mike Bergman - Senior Director, Technology and Standards | Consumer Technology Association

The WAVE (Web Application Video Ecosystem) Project, hosted by the Consumer Technology Association (CTA)[™], aims to improve how internet-delivered commercial video is handled on consumer electronics devices and to make it easier for content creators to distribute video to those devices. The project focuses on commercial internet video and web applications, and developing interoperability tools for global compatibility.

- **PROJECT UHD-BRAZIL**

Speaker: Liliana Nakonechnyj, President of SET

Project UHD-Brasil brings together the various sectors of the audiovisual industry, from production to delivery, in a joint and voluntary effort to harmonize the introduction of such advances throughout the different media.

Olimpio José Franco, Superintendent of SET

Olimpio José Franco is superintendent and member of the SET Board of Former Presidents. He is an electronic engineer with an extensive career in the field of television broadcasting. In 1969, he joined the Padre Anchieta Foundation (Radio and TV Cultura, São Paulo), as a trainee, from where he left only in 1988, when he held the position of technical director. From 1988 to 2003, he was technical director of TV Jovem Pan. He has owned Olympic Engineering in Audio and Video Systems since 1985, working on audio and video projects and installations. He is the founder of SET, having served as president for three terms, as well as being technology director and vice president at various times. He is a life member of SMPTE and member of the Technical Module of the SBTVD Forum.

Skip Pizzi - Vice President, Technology Education and Outreach (NAB)

Skip Pizzi is Vice President, Technology Education and Outreach, at the National Association of Broadcasters (NAB) in Washington, DC, USA. His career has spanned the broadcast and digital media industries, working in audio engineering at NPR, and in audio production, media standards and technical policy at Microsoft. He was also an editor at Broadcast Engineering magazine, and a columnist for several other international industry publications. He remains a technology journalist, editor, author and trainer today. His most recent book is A Broadcast Engineering Tutorial for Non-Engineers, 4th edition, published by Focal Press. He is currently Associate Editor on the NAB Engineering Handbook, 11th edition, which will be published later this year. Skip serves as Vice-Chair of the Advanced Television Standards Committee (ATSC) Technology Group 3 (TG3), which is developing the ATSC 3.0 standard. He is also a member of the Board of Directors of the Ultra HD Forum. Skip is a graduate of Georgetown University, where he studied Electrical Engineering, International Economics and Fine Arts.

Mike Bergman - Senior Director, Technology and Standards | Consumer Technology Association

Mike has been in the electronics industry for more than 30 years, starting as a chip designer and progressing to embedded systems, wireless communications and wireless digital multimedia. Prior to CTA, he held senior positions at JVC-Kenwood, Sirius Satellite Radio, and several other well-known tech companies in the computer and communications industries. He has two patents in semiconductor design, and has contributed to a number of standards including ATSC, DVB, NRSC and USB.

Liliana Nakonechnyj, President of SET

LILIANA NAKONECHNYJ. President of SET. She graduated in telecommunications engineering at PUC-Rio. A large part of her professional life has been dedicated to deploying television distribution systems, initially analog, and later digital – terrestrial broadcasting stations as well as radio, satellite and fiber optics based contribution and distribution systems. Also, for many years, she was in charge of engineering support for broadcasters affiliated to TV Globo. She has always

been interested in promoting new technologies, leading studies and tests for the introduction of digital television in Brazil between 1994 and 2006, and demonstrations and tests of UHDTV in more recent years. She represents SET at the IBC Council.

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