11h30 - 13h | Aug. 24, 2017 – Thursday | ROOM 13

CONTENT PRODUCTION

ULTRA HIGH DEFINITION AND SUPER ULTRA HIGH DEFINITION IN AUDIOVISUAL PRODUCTIONS

Chair: Almir Almas, Professor Doutor, Universidade de São Paulo e Vice-diretor de Cinema da Diretoria da SET

In this panel we will discuss "Innovation and Disruptive Technologies" that point to transformations in progress and in the future of the television semiosphere, encompassing audiovisual productions on multiple platforms, multiple screens, multiple windows, multiple products and multiple services. In addition to the technological focus of standardization and systems, "Production Cases" will also be presented, with their state of the art, workflows and aspect of the technical/aesthetic discussion and the reality of the Brazilian exhibition market..

- **VISUAL EFFECT'S CHALLENGES IN 4K ERA**

Speaker: Claudio José Lima Peralta - Visual Effects Supervisor - Conspiração Filmes

Production Cases of the Conspiração Filmes, in its aspects of workflows, visual effects, advertising content, cinema, institutional movies and television.

- **WORKFLOW - TECHNOLOGY, MAKING AND FINISHING**

Speaker: José Francisco Neto - DOT CINEMA

Workflow for digital and Ultra High Definition (4K) and Super Ultra High Definition (8K); The preparation for production, post-production and exhibition. Arrangement between filmmakers, technology and market.

- **CASE STUDY: O2FILMES**

Speaker: Luis Ignacio Barrague - Post production supervisor - O2 Filmes

Aspects of the technical / aesthetic discussion about the use of Ultra High Definition technology in production. Analysis of several elements, such as HDR (High Dynamic Range), HFR and Resolutions. What are the direction and the state of the art from illustration of cases of O2Filmes producer.

- **STATE OF THE ART OF THE EXHIBITION MARKET AND THE TECHNOLOGICAL FUTURE OF THEATERS**

Speaker: Luiz Gonzaga Assis De Luca - President of Cinépolis - Movie Theater Network

Reality of the Brazilian market in cinema technology. Reality of the technological possibilities of production and the technological park of the exhibition. The path of the new rooms

Almir Almas, Professor Doutor, Universidade de São Paulo e Vice-diretor de Cinema da Diretoria da SET

Professor and researcher of the Department of Film, Radio and Television and the Program of Postgraduate Studies in Media and Audiovisual Processes; Coordinator of the Research Group LabArteMídia and Obter Observatory of ECA / University of São Paulo. PhD in Communication and Semiotics; Filmmaker / VJ; Artist of the Cobiarta Art Collective. Deputy Director of Cinema of the Brazilian Society of Television Engineering. Author of "Televisão digital terrestre: sistemas, padrões e modelos"

Claudio José Lima Peralta, Visual Effects Supervisor - Conspiração Filmes

With 20 years working with post production, Claudio Peralta signs as VFX Supervisor and Director at Conspiração Filmes, one of the main production houses on Brazil. Claudio is the director of animated series "Planeta Palavra". Recently he co-directed the Santos Dumont's film for the Rio2016Olimpic Games. Claudio is the VFX Supervisor of the latest 8 Motion Pictures produced by Conspiração Filmes. 4 of them were nominated for best Visual Effects on the Brazilian motion pictures award (Grande Prêmio Nacional de Cinema Brasileiro), being the winner with "O Homem do Futuro" in 2012. At Conspiração, Claudio started as senior flame artist, and after 1 year took the position as VFX Supervisor on commercials for clients such as Coca-Cola, Honda, Mitsubishi, Pepsi, Visa. Some of those for international campaigns. On this roll, Claudio's participation extends to the entire process, starting on the budget planning, bringing his view on how to approach the projects challenges concerning VFX, and finding solutions on how to adequate the films needs to its budget and delivery schedule. Aligning that with his on set experience and artistic post production skills, Claudio brings efficiency and quality to his films

José Francisco Neto - DOT CINEMA

José Francisco Neto (Chiquinho) is a Founding Partner and Post-Production Supervisor at DOT CINEMA, a company he created in 2010 to work on the finalization of images for film and television productions. He is a member of SMPTE (Society of Motion Pictures and Television Engineers) and of ABC (Brazilian Cinematography Association) where he actively participates in lectures and workshops for the dissemination of cinematographic technology. With a professional career of 30 years, he researches and implements pioneering technologies and work systems in the Brazilian market such as digital color correction by area (1994), Live Streaming Media (1998), Stereo 3D and 4K (2010), and can accumulate knowledge and experience in the fields of image capture and

processing, post-production and exhibition. He participated in important and varied projects such as the professional update in non-linear edition of TV Globo SP and the creation of Recife Portomedia, an important pole of innovation in the world-renowned creative economy

Luis Ignacio Barrague - Post production supervisor - O2 Filmes

Graduated in Radio and TV at FAAP in 2001. During the following years he worked in several companies performing different functions as a freelancer, where he acquired an overview of the production process and post-production. In the year 2006 he dedicated himself to post-production of feature films with experience in the transition from workflow from negative to digital. Since 2014 he has worked in O2 films as Post Production Supervisor focused on the entry and exit of media, including departments of digital laboratory, backup, conform, VOD and mastering. Always concerned with the best workflow to optimize the work, reducing costs and meeting the specific needs of each project.

Luiz Gonzaga Assis De Luca - President of Cinépolis - Movie Theater Network

President of Cinépolis a network of movie theaters. One of the professionals who made the distributor Embrafilme the market leader for three consecutive years, in the late 1970s and early 1980s. In the following years, he turned to the exhibition sector, where he held various positions at the Severiano Ribeiro Group until he became a superintendent, a position he held until August 2010. President of the Cinépolis network. One of the professionals who made the distributor Embrafilme the market leader for three consecutive years in the late 1970s and early 1980s. In the following years, he turned to the exhibition sector, performing various functions in the Group Severiano Ribeiro, until becoming superintendent director, a post he held until August 2010. He holds a degree in public administration from Fundação Getúlio Vargas de São Paulo and a doctorate in cinema from the School of Communications and Arts of the University of São Paulo. Launched the Digital Cinema books - A new cinema? (2004), The time of digital cinema (2009) and Digital cinema and 35mm - Techniques, equipment and installation of cinemas (2011), among others.

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