14h - 15h30 | | Aug. 24, 2017 – Thursday | ROOM 11

TECHNOLOGY FOR TV AND RADIO

AUDIO 3D AND IMMERSIVE

Chair: Nelson Faria Junior - Managing Partner of Media Intelligence Group

Immersive audio, already a reality in theaters, presents itself to broadcasting as a way to make possible a significant evolution in the sound experience. Technologies like Dolby Atmos Home and MPEG-H 3D Audio present themselves as solutions for multiple platforms and are already being adopted by the world. In terms of tools, Avid has released in the last few months an important update on the Pro Tools platform, with native integration for mixing in Dolby Atmos. In this context, the panel aims to go beyond the theory, discussing the experiences already made with the format and presenting the immersive audio as something feasible both in the sense of content production, as well as at the tip, in the experience of the viewer. Aware of the limitations imposed by 5.1, which made the format unfeasible for the vast majority of Brazilians, audio professionals will present in the panel, besides the feasibility and technological execution, the creative opportunities that immersion gives to all involved in the creation of audiovisual content.

- **IMMERSIVE AUDIO EXPERIMENTS WITH BRAZILIAN CONTENT.**

Speaker: Rodrigo Meirelles - Globo TV's Sound Executive Supervisor. Head of the Audio Producer's team

What content producers and viewers gain from immersive audio - From the experiences with Globo content, we find the opportunity for a sound evolution that has not reached a significant number of viewers since the launch of the TV stereo.

- **DOLBY ATMOS FOR THE HOME**

Speaker: Rafael de Castro - Regional Director, Latin America Dolby Laboratories

Technology that takes the audio experience of movie theaters to homes to create a powerful audio, which moves around the viewer.

- **IMMERSIVE AUDIO PRODUCTION WORKFLOW**

Speaker: Eduardo Andrade - Avid Pro Audio Solution Specialist Brazil Brazil

The alliance between Avid and Dolby to deliver more integrated workflow between the technologies of these companies to work on Atmos. Let's look at the concept of Atmos, and the different models to

work in this format. A closer look at RMU and how to integrate it to have a fluid workflow. We will know the tools of Avid and Pro Tools ecosystem to create content for Atmos and how to structure a session for this format.

- **MPEG-H AN EXCELLENT SOLUTION AS AN INTERACTIVITY TOOL, OPENING NEW CREATIVE POSSIBILITIES**

Speaker: Dr. Alfonso Carrera - Director of Marketing and Business Development, Fraunhofer IIS

For VR to be a success, the user must feel that he is an active part of the entertainment experience rather than just a passive viewer. Of course, perfect images are part of the equation for a compelling VR experience. But another central ingredient is an authentic sound that is done by surround, and even more, for three-dimensional audio (3D). It is the goal of audio and media technologies to create a truly realistic audio presence in virtual reality. The audio solutions developed by the division's engineers and researchers provide support at every point in the production chain. Be it at the beginning, where an intelligent microphone processing algorithm helps you capture 3D sound or, in the end, when consumers enjoy their virtual world with Fraunhofer Cingo that enables surround and 3D sound reproduction on headphones.

Nelson Faria Junior - Managing Partner of Media Intelligence Group

An electronics engineer with an MBA in Finance and Marketing, he worked for 37 years at TV Globo in the Engineering Operations Department. He was also Advisor on Innovation and Technology at TV Globo. He is currently Deputy International Director of the Brazilian Society of Television Engineering, and Technology and Innovation Consultant at Consultoria Inovtec and Chief Executive Officer of Petchannel Comunicação SA.

Rodrigo Meirelles - Globo TV's Sound Executive Supervisor. Head of the Audio Producer's team

Rodrigo Meirelles is Executive Supervisor of Audio of Globo. He holds a degree in Electronic Engineering and Computing, Recording and Phonographic Production and has a Masters in Education and Media. For 16 years in the audio market, he began his career as an engineer in music production studios in Rio de Janeiro, in maintenance, installation and projects of audio recording studios, he was an instructor and founder of the ProClass training center, a pioneer in official certifications In Pro Tools and Avid in Brazil, and in TV Globo, was responsible for the area of post-production from 2009 to 2014. Today he is responsible for the Entertainment Audio Production area (Estúdios Globo). He was a university professor for 8 years teaching courses in Phonographic Production, Audiovisual Production, Radio and TV and Graduation in Cinema

Rafael de Castro - Regional Director, Latin America Dolby Laboratories

Eduardo Andrade - Avid Pro Audio Solution Specialist Brazil

Dr. Alfonso Carrera - Diretor de Marketing e Business Development, Fraunhofer IIS

Alfonso Carrera obtained his Ph.D. at the University of Erlangen-Nuremberg (Germany) and his executive MBA at Instituto de Empresa (Madrid). He works as director of business development for Fraunhofer IIS - Audio & Multimedia.

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