



SET no NABShow 2016

Conferências: 16 – 21 de abril de 2016 | Feira: 18 – 21 de abril de 2016

Palestrantes

ANDERSON FERNANDES - TV ARATU/ SET

Curriculo



Anderson Markiewicz

Diretor Geral para o Brasil - Advantech Wireless

Curriculo

VP Sales LATAM and General Director of Advantech Wireless Do Brasil Mr. Anderson Markiewicz joined Advantech Wireless in 2015 and has over 25 years of experience in Sales, General Management of Business Units, International Business Development and B2B, B2G and G2G Sales of Capital Goods in the areas of Aerospace, Energy and Defense. Mr. Anderson has held executive positions in many large global companies such as Embraer, Rolls-Royce and Indra. Mr. Anderson has an Aeronautical Engineer Degree from the Aeronautical Institute of Technology and a MBA from INPG, in Brazil



ANDRÉ ALTIERI

Media & Entertainment Manager - Cisco

Curriculo

André Altieri é responsável pelo mercado de Media & Entertainment na Cisco, possui 20 anos de experiência em broadcast. É Pós-Graduado em Gerência de Marketing pela ESPM e graduado em Engenharia Elétrica pelo INATEL.



Carlos Fini

Diretor de Tecnologia da SET

Curriculo

CARLOS FINI. Engenheiro Eletrônico formado em 1984 pela Universidade São Judas em São Paulo, MBA em Gestão Empresarial concluído em 2001 na Escola Superior de Propaganda e Marketing, Pós Graduação- Telecomunicações e Redes - INATEL . Atuou na TV Globo desde 1979, sendo gerente de engenharia em São Paulo de 1994 a 2012. Atuou na implantação das emissoras de São Jose dos Campos (TV Vanguarda) em 1988 , da TV Globo em SP em 1999 e no sistema de transmissão digital na Al. Santos em 2007. Membro da SET (Sociedade Brasileira de Engenharia de TV) desde de 1988 onde atua na diretoria de tecnologia e participante do Fórum Brasileiro de TV Digital (Módulo Técnico) - como coordenador da norma de multiplexação e da norma de middleware de 2006 a 2012 . Atualmente é diretor de tecnologia de TV e radio do grupo RBS no Rio Grande do Sul e Santa Catarina onde atua na gestão das 18 geradoras de TV e operações de rádio.



Christophe Almeras

Product Manager – DYVI - EVS

Curriculo

Christophe Almeras is a Product Manager at EVS, where he is responsible for the direction and product development EVS' highly awarded IT-based switcher, DYVI. Almeras is a 30+ year veteran of the broadcast industry, bringing a unique mix of market knowledge, product vision and business experience to his position, and previously held technical engineering and business development roles at Dalet, Grass Valley, and Philips.



Claudio Frugis

Diretor de Vendas para a América do Sul - TVU Networks

Curriculo

Claudio tem mais de 35 anos de experiência no setor profissional. Anteriormente, ocupou o cargo de Vice-Presidente de Vendas no mercado brasileiro pela Advantech Wireless. Também, Frugis trabalhou no desenvolvimento de negócios da Nera América Latina Satcom. Também ocupou a posição de IN & Data Communications Manager na Ericsson. Obteve seu MBA pela Universidade de São Paulo e é formado em Engenharia Eletrônica pela Fundação Armando Alvares Penteado.



David Tasker

VP Systems & Technology - SAM – Snell Advanced Media

Curriculo

David Tasker is the Vice President, Systems and Technology at Snell Advanced Media. His professional career commenced with Mullards, a division of Philips Electronics where he worked as a development engineer. In 1981, David joined BBC Television studio engineering before moving to the commercial side of broadcasting with equipment manufacturer Quantel some years later. Having held senior positions in Europe, Asia and the Americas during his varied career with Snell & Wilcox, Snell, David has been involved in the evolution of real-time digital image processing

and in particular, television standards conversion, in which he is considered a global expert, earning his company several accolades including multiple Emmy awards



ERICK SOARES

ENGENHEIRO DE SUPORTE A VENDAS DA SONY

Curriculo

ERICK SOARES. Engenheiro de Suporte a Vendas, atuante há 10 anos na Sony, especialista em tecnologias e produtos no mercado de Broadcast, formado pela F.E.I (Faculdade de Engenharia Industrial – S.B.C./SP) e Pós-Graduado pela F.I.A. (Fundação Instituto de Administração-USP), acompanhou o desenvolvimento de novos produtos, servindo de interface entre clientes brasileiros e engenharia do Japão, bem como participou de diversos eventos nacionais (SET, Broadcast & Cable, Anima Mundi, SSPI) e internacionais (NAB)



Fernando Bittencourt

Vice-presidente da SET

Curriculo

FERNANDO BITTENCOURT Consultor/ FB Consultoria - Ex-Diretor Geral de Engenharia da TV Globo/ Vice-Presidente da SET. Formou-se em Engenharia Eletrônica pela UFRJ. A partir de 1994 atuou como Coordenador do Grupo SET/ABERT criado pela ABERT e SET para estudar e planejar a implantação da TV Digital no Brasil. Foi Conselheiro titular do Conselho de Comunicação Social do Senado Federal como engenheiro com notório conhecimento na área de comunicação social. . Faz parte do Conselho Deliberativo do Fórum do Sistema Brasileiro de TV Digital. É membro ainda do IEEE, IBC e do SMPTE.

Frederico Rehme - SET

Curriculo



Jurandir PITSCH

Vice Presidente Comercial, América Latina Sul da SES

Curriculo

Jurandir Pitsch é Vice-presidente Comercial da América Latina Sul. Ingressou na companhia em 2002, após trabalhar no Centro de Pesquisa e Desenvolvimento da Telebrás e passar pelas áreas de engenharia, operações, desenvolvimento e vice-presidência de Marketing da Comsat Internacional do Brasil. Pitsch graduou-se em Engenharia Eletrônica pela Universidade de Campinas (Unicamp) em 1980. Em 1991, após trabalhar como engenheiro de sistemas para o Centro de Pesquisa e Desenvolvimento da Telebrás (CPqD), ingressou na Comsat Internacional no Brasil, onde atuou nas áreas de engenharia, operações e desenvolvimento de produto, tornando-se Vice-presidente de Marketing em 1998. Jurandir ingressou na SES em 2002 como Diretor Sênior de Vendas para a América Latina e em 2009 assumiu a Vice-Presidência de Desenvolvimento de Mercado. Em 2014, voltou a liderar a área de vendas e atualmente é Vice Presidente Comercial para a América Latina Sul. Jurandir Pitsch é membro da Associação Brasileira de Satélites (Abrasat) e tem escrito inúmeros artigos a respeito de comunicação via satélite.



Keya Motohashi

Presidente executivo e estrategista sênior em UHDTV do NexTV-F (Japão)

Curriculo

KEIYA MOTOHASHI - Head, Executive Office and Senior Strategist, UHDTV - NexTV Forum Japan He was dispatched from Japan's public service broadcaster, NHK to the forum when it was established in May 2013. For 3 years, he has been working for pushing forward UHDTV services in Japan, including leading experimental 4KTV satellite broadcast - Channel 4K, launched on June 2014. Formerly, he had been engaged in making strategy for NHK innovation and development of international TV services and digital media services for more than 20 years. Beginning his career in NHK was a news reporter and he also was a producer for educational programs for kids. He graduated from faculty of Politics, Keio University in 1982. NexTV Forum Japan, formally named 'Next generation TV broadcasting & promotion Forum', is the consortium, organized by NHK and major commercial broadcasters and other media related companies, electronics manufacturers in Japan.



Liliana Nakonechnyj

Diretora Internacional - SET

Curriculo

LILIANA NAKONECHNYJ é a atual diretora internacional da SET, da qual sempre participou ativamente e já presidiu. Formou-se em engenharia de telecomunicações na PUCRio. Dedicou grande parte de sua vida profissional à implantação de sistemas de distribuição de sinais de televisão, inicialmente analógicos e depois digitais – estações de transmissão terrestre, sistemas de contribuição e distribuição por rádio, satélite e fibra-ótica. Também foi, por muitos anos, responsável pelo apoio de engenharia às emissoras afiliadas da Globo. Esteve sempre interessada em impulsionar novas tecnologias, liderando estudos e testes para a introdução da televisão digital no Brasil entre 1994 e 2006, e demonstrações e testes de UHDTV nos últimos anos. Participa do GIRED e do Conselho de Comunicação Social



Manuel de la Serna

Communications Engineer and Video Over IP Specialist - TERADEK

Curriculo



MARCIO ASSIS BRASIL

INTELSAT

Curriculo



Marco Pellegrinato

Diretor de Pesquisa e Desenvolvimento da RTI - Mediaset Group (Itália)

Curriculo

Marco Pellegrinato - Director of Research & Development - Department of Innovation & Research - RTI S.p.a/ Mediaset Group Company. Main Activities: He enters Videotime in 1980, and then joined Engineering dept. in 1983. In 1991 he leads the installation for Production operations at Telecinco in Madrid, Spain. From 1993 to 1998, he operated in research projects, funded by EC in the framework of R.A.C.E, A.C.T.S, & I.S.T. Programmes gaining competences in Content distribution over ATM and IP network technology. In 1994 he was appointed Head of R&D, where he leads many emerging projects in the world of Digital Media and Innovation Technology. In 1999 he designed "RAV&FAV", the IP based network infrastructure specifically designed for ICT Operations in TV Production environment. In 2007, he conceived and designed "M-TUBE", the nationwide hi-speed dark fiber network infrastructure based upon DWDM and GE technology, capable to interconnect the Mediaset regional branches and Football Stadiums to the headquarters in Milan and Rome. In late 2003, he co-founded DGTVi, the Association of Italian Digital TV Broadcasters, where coordinated the publishing of D-Books: the baseline requirements for CE TV manufacturers in Italy. In 2004 he has been awarded of "Cable and Satellite Europe Euro 50", with the following acknowledgement: "Marco Pellegrinato has been instrumental in developing the specification for digital terrestrial TV in Italy" In late 2006, he co-founded HD Forum Italia. As Vice President he coordinates the publishing of HD-Book Collection: the heritage of DGTVi publications extended to High Definition technology and broadband services. In the last decade he has been instrumental in the design and deployment of some OTT Services: Play, the Mediaset Premium PayTV OTT Service launched in February 2011, Infinity: a subscription Services with a catalogue of 5.000 Movies and Serials in 2012 and Rewind: the catchup TV Service of Mediaset Free Channels.



Markus Fritz

Vice-Presidente Sênior de Desenvolvimento Comercial & Marketing da Eutelsat

Curriculo

Markus é Vice-Presidente Sênior de Desenvolvimento Comercial e Marketing na Eutelsat. Ele é responsável pelo desenvolvimento da estratégia comercial da Eutelsat a nível internacional, incluindo o desenvolvimento e pesquisa de mercado, inteligência de negócios, gestão de produtos e preços e comunicações de marketing. Com mais de 20 anos de experiência internacional em diferentes cargos de liderança na indústria de satélites, telecomunicações e de eletrônicos de consumo, Markus é um grande especialista no negócio de radiodifusão digital.



Neil Ugo

Gerente de Produto, Imaging Networks Business Division - AVC Networks Company, Panasonic Corp

Curriculo

Neil (Noriaki) Ugo Product Manager, Imaging Networks Business Division - AVC Networks Company, Panasonic Corp., Osaka, Japan. He is working Panasonic over 35 years. He started business career as technical instructor of VHS video system in early 1980's. When Panasonic launched DVCPRO system in ENG market, he took a responsibility of product planning to design the laptop editor and 4x transfer video editing system, in 1990's. In 2004, the memory video recorder P2 system was introduced. He was in U.S sales company at that time, and work to expand the P2 system in US broadcast stations. Now I went back to Japan, and working as Product Engineer and Team Leader of Product Marketing Team for all professional AV products.



Olímpio José Franco

Presidente da SET

Curriculo

OLÍMPIO JOSÉ FRANCO Presidente – SET cursou a Escola Técnica de Eletrônica Francisco Moreira da Costa, em Santa Rita do Sapucaí-MG. Cursou a Faculdade pela FEI Faculdade de Engenharia Industrial - São Bernardo do Campo - SP, em Engenharia Elétrica. Modalidade Engenharia de Operações, ênfase em Eletrônica e Engenharia de Produção, com ênfase em Eletrônica. Possui atribuições plenas de Engenheiro Eletrônico e Eletrotécnico. MBA pela FAAP-Fundação Armando Álvares Penteado – lato sensu com ênfase em Marketing. Começou como Estagiário Técnico na Rede Globo de São Paulo em 1969. Em seguida ainda em 1969, foi para a Fundação Padre Anchieta – Radio e TV Cultura, tendo trabalhado de Estagiário Técnico a Diretor Técnico, tendo saído de lá em 1988. Foi Diretor Técnico da TV Jovem Pan de 1988 até 2003. É proprietário da Olympic Engenharia em Sistemas de Áudio e Vídeo, desde 1985, atuando em projetos e instalações de áudio e vídeo. É sócio fundador da SET. Foi Presidente da SET por três períodos, além de ter sido Diretor de Tecnologia e Vice Presidente por vários períodos. É o atual presidente no período 2014 -2016. É sócio da SMPTE - Society of Motion Picture Television Engineering desde 1980. É Life Member. É membro do Módulo Técnico do Fórum de TV Digital.



Reiko Kondo

Diretora de Tecnologia de Radiodifusão Digital do Ministério de Assuntos Internos e Comunicações do Japão

Curriculo

REIKO KONDO Diretora de Tecnologia de Radiodifusão Digital - MIC - Ministério de Assuntos Internos e Comunicações do Japão. Dr. Kondo graduated from the Graduate School of the University of Tokyo and got Master's degree in Computer Science. She also got MBA at Stanford University and Ph.D. at Tokyo Institute of Technology. Since Dr. Kondo joined the Ministry of Internal Affairs and Communications, she has contributed to the policy development in information and communications technology and held such positions as Deputy Director of the Broadcasting Technology Division, engaged in developing the channel plan for digital broadcasting in Japan, and Deputy Director of the Policy Planning Division of the Minister's Secretariat. She also held a position in National Information Security Center of the Cabinet Secretariat as Counselor for International Strategy from 2011 to 2014.



Robert P. Siedel

Vice-presidente de Engenharia e Tecnologia Avançada da CBS

Curriculo

ROBERT P. SEIDEL Graduated from Lehigh University with a Bachelor of Science in Electrical Engineering. After graduation, Bob worked for the United States Department of Defense in Electronic Countermeasures and then joined CBS Engineering as a Design Engineer. In 1989, Bob was promoted to Vice President, Television Engineering during which time he directed the design and installation of the CBS Broadcast Origination Center. Bob headed up the engineering team that made broadcasting history when WRAL-HD, the CBS affiliate in Raleigh, NC, became the first television station to transmit HDTV on July 23, 1996. Bob is currently Vice President of CBS Engineering and Advanced Technology. He is responsible for Television Technologies for the CBS Television Network and CW Television Network. In 1993, Bob received an Emmy from the Academy of Television Arts and Sciences for his pioneering work in portable satellite uplink systems used for worldwide

newsgathering. In 2014, Bob received the National Association of Broadcasters Television Engineering Achievement Award. Bob is the Chairman of the Emmy Engineering & Technical selection committee for National Academy of Television Arts and Sciences, President of the Society of Motion Picture and Television Engineers (SMPTE), as well as a Fellow of SMPTE and a member of the Institute of Electronics and Electrical Engineers (IEEE).



Sarah Foss

VP, Product Management - Imagine Communications

Curriculo

Ms. Foss brings more than 20 years of media leadership and technology experience across multiple sectors, including digital technology services, broadcast cable and network media, and advertising. Currently, she is the vice president, product management – advertising management systems, at Imagine Communications. Her previous executive roles include President, Advertising, YANGAROO, Inc.; EVP, Sales and Client Services, at Encompass Digital Media; CEO at VCI Solutions (acquired by Wide Orbit); and President, Question d’Image, for Harris Broadcast, the leader in global media asset management technologies and services. Additionally, Ms. Foss has consulted with a number of media technology firms building strategic growth plans, business development pipelines, and product roadmaps that drive top line market expansion and exceed client expectations. She received her Master’s in telecommunications management from Ohio University (Cum Laude) and a Bachelor’s from Pacific Lutheran University in communications/broadcasting. She currently serves as national vice chair for the Alliance for Women in Media.



Silvino Almeida

Diretor da Tektronix

Curriculo

Engenheiro e Mestre em administração, Diretor da Tektronix Brazil e membro da SET



Simon Fell

Diretor de Tecnologia e Inovação da European Broadcast Union (EBU)

Curriculo



Will Walters

Director, WW Professional Services and Product Marketing - NEWTEK

Curriculo



Yihe Dai

Vice-gerente geral da Shanghai Oriental Pearl Digital TV Co. (China)

Curriculo

MR. YIHE DAI was granted a master degree of Information and Communication Engineering from Shanghai Jiao Tong University and bachelor degree of

Communication and Electronic Engineering from Shanghai University. Specializing in the development and engineering work of digital terrestrial wireless transmission system and SFN network, he participated various kinds of network design, construction and deployment with different broadcast standards including DVB-T, DAB, DTMB, CMMB and multiple standards and system technologies from 1997. He is an expert of wireless broadcast system coverage extension including the different scenarios of indoor, subway, tunnel for network extension. He is also one of the key operation technologists for the next generation broadcast wireless (NGB-W) system trial in Shanghai.



Young-Woo Su

Deputy Director of Mobile/DTV Team, KBS

Curriculo

Young-Woo Suh received his B.S., M.S. in Control and Instrumentation Engineering from Seoul National University, Korea in 1995 and 1997, respectively and Ph.D. in Electrical and Electronics Engineering from Yonsei University. Since 1997, he has been working for KBS, Korea, for the development of DTV, DMB and UHD transmission and measurement systems. His main research interests include digital signal processing and smart media service for the broadcasting and communication systems. EDUCATION 1991-1995: Seoul National University. BS in Control & Instrument Engineering Department 1995-1997: Seoul National University. MS in Control & Instrument Engineering Department 2007-2011: Yonsei University. Ph.D. in Electricity and Electronics Engineering Department EXPERIENCE 1997-present: KBS Technical Research Institute. UHDTV and Mobile broadcasting development. Deputy Director
