

AGENDA

DAY 2

Friday

NOV 11



LOCATION

HOTEL
RIBERA DE TRIANA



DAY 2
NOVEMBER 10
Friday

4K SUMMIT
[UHD] Nov 10 & 11
Sevilla 2016

HOST

ROSSANA ROMPATO
MEDINA MEDIA 4K



DAY 2
NOVEMBER 11
Friday



8:00H – 8:30H (30')

REGISTRATION, NETWORKING & DEMOS

Note: All the sessions are in English.
No simultaneous translation service

DAY 2
NOVEMBER 11
Friday



8:30H – 8:55H (25')

SUMMIT REMARKS:
MEDIA REVIEW DAY 1
INTRODUCTION TO DAY 2

WORKSHOPS OPEN FROM 9:00H TO 15:00H
(Free Access)

Experimental Test:
UHD VS HD
Neurological-Emotional Response
By DANIEL RAMOS- SOCIOGRAPH



DAY 2
NOVEMBER 10
Friday



8:55H – 9:00H (5')

GREETINGS

JOAQUÍN DURÁN - RTVA



DAY 2
NOVEMBER 11
Friday



9:00H – 9:30H (30')

K-5:

UHD STANDARDS

HANS HOFFMANN

EBU

EBU



DAY 2
NOVEMBER 11
Friday



9:30H – 10:00H (30')

K-6

LIVE HDR

WORKFLOW

JASON POWER

DOLBY



DAY 2
NOVEMBER 11
Friday



10:00H – 11:00H (60')

RTD-5:

HDR

PETER SYKES- SONY

KLAUS WEBER - GRASS VALLEY

DAVID SMITH - ROHDE&SCHWARZ

JAUME MIRÓ - PANASONIC

MIGUEL A. RUIZ - SAMSUNG

SONY



Panasonic



SAMSUNG



DAY 2
NOVEMBER 11
Friday

11:00H – 11:05H (5')

RESULTS OF
EXPERIMENTAL TEST:
UHD VS HD
Neurological-Emotional
Response



By DANIEL RAMOS- SOCIOGRAPH



DAY 2
NOVEMBER 11
Friday



11:05H – 11:30H (30')

COFFEE BREAK
Offered by

MARIO CORTÉS
AYTO MÁLAGA

NETWORKING, WORKSHOPS
& DEMOS OPEN



DAY 2
NOVEMBER 11
Friday



11:30H – 12:00H (30')



K-7

UHD BUSINESS

JOSH STINEHOUR
DEVONCROFT



DAY 2 NOVEMBER 11 Friday



12:00H – 13:00H (60')

RTD-6:

UHD INNOVATION &
FUTURE

RUBÉN MELLADO- MOVISTAR

MIGUEL PINGARRÓN- SES ASTRA

PERE VILA- RTVE

SALVADOR LUNA – FUJIFILM

VIRGILIO SANZ- AKAMAI



DAY 2
NOVEMBER 11
Friday

13:00H – 13:15H (15')

K-8

UHD FORUM'S
GOALS

MARK HORTON
UHD FORUM



DAY 2
NOVEMBER 11
Friday



13:15H – 13:30H (15')

CLOSING SPEECH

rtve

DAY 2
NOVEMBER 11
Friday



13:30H – 13:35H (5')

THANKS
& NEXT EDITION

NOV 9 & 10 2017!

MARÍA MEDINA
MEDINA MEDIA 4K



DAY 2
NOVEMBER 11
Friday



14:00H – 16:00H (120')

SEE YOU NEXT YEAR

NOV 9 & 10 2017

COCKTAIL!

(By invitation)

Offered by



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CREATIVIDAD Y TECNOLOGÍA AUDIOVISUAL



OVIDE

huri 4K UHD

WORKSHOPS

FLOOR 3

4K SUMMIT
[UHD] Nov 10 & 11
Sevilla 2016

Panasonic

FUJIFILM


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MEDINAMEDIA

WORKSHOPS

FLOOR 4

Canon

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RADIO Y TELEVISIÓN


axión


instituto rtve

FilmLight

DEMO AREA & OUTDOOR

4K SUMMIT
[UHD] **Nov 10 & 11**
Sevilla 2016

huri^{4K UHD}

CROATEL

SpectraCal

4K-UHD SUMMIT 2016
LIVE TRANSMISSION IN 4K

hispasat 

huri^{4K}

 OVIDE

STREAMING

Shooowit

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VIAJES

El Corte Inglés

IN LIAISON WITH



COORDINATOR

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COUNTRIES REPRESENTED

(By companies, speakers and attendees)



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