

AGENDA

DAY 1

Thursday

NOV 10



LOCATION

HOTEL
RIBERA DE TRIANA



DAY 1
NOVEMBER 10
Thursday

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

HOST

ROSSANA ROMPATO
MEDINA MEDIA 4K



DAY 1
NOVEMBER 10
Thursday



8:00H – 8:30H (30')

REGISTRATION, NETWORKING & DEMOS

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

DAY 1
NOVEMBER 10
Thursday



8:30H – 9:00H (30')

OPENING REMARKS

Introduction to Agenda and Workshops

WORKSHOPS OPEN

FROM 9:00H TO 18:00H

(Free Access)

Experimental Test:

UHD VS HD

Neurological-Emotional Response

By DANIEL RAMOS- **SOCIOGRAPH**



DAY 1
NOVEMBER 10
Thursday



9:00H – 9:05H (5')

GREETINGS

JUAN ESPADAS – AYTO SEVILLA



NOSDO
AYUNTAMIENTO
DE SEVILLA

DAY 1
NOVEMBER 10
Thursday

4K SUMMIT
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Sevilla 2016

9:05H – 9:30H (25')

KEYNOTE 1:

TELECOMS & UHD

M^a JESÚS ALMAZOR

MOVISTAR



movistar



DAY 1 NOVEMBER 10 Thursday



9:30H – 10:30H (60')

ROUNDTABLE DEBATE 1:

CABLE VS SAT

VS DTT VS 5G

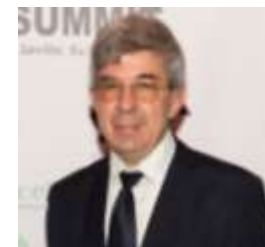
FERNANDO SOTO- MOVISTAR

LUIS SAHÚN – SES ASTRA

MICHEL CHABROL – EUTELSAT

JOSÉ ANTONIO GUERRA– HISPASAT

XAVI REDÓN - CELLNEX



DAY 1
NOVEMBER 10
Thursday



10:30H – 11:00H (30')

COFFEE BREAK offered by

Jorge Alberto Jiménez- AXIÓN



NETWORKING,
WORKSHOPS & DEMOS
OPEN

DAY 1
NOVEMBER 10
Thursday



11:00H – 11:15H (15')

SPEAKER OF HONOR
MANOLO ROMERO

Founder and former managing
director of OBS

President of International Sports
Broadcasting



DAY 1
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11:15H – 11:45H (30')

K-2:

HIGHLIGHTS OF THE RIO
4K-UHD EXPERIENCE



PAULO RABELLO
TV GLOBO

DAY 1 NOVEMBER 10 Thursday



11:45H – 12:45H (60')

RTD-2:
UHD LIVE



EMILI PLANAS– MEDIAPRO
CRISTIANO BENZI– EUTELSAT
KLAUS WEBER- GRASS VALLEY
GUSTAVO MARRA- ATEME
MARK HORTON – ERICSSON



DAY 1
NOVEMBER 10
Thursday



12:45H – 12:50H (5')

GREETINGS FROM
DIEGO GARCÍA– HURÍ 4K



DAY 1
NOVEMBER 10
Thursday



13:00H – 14:50H (110')

LIGHT LUNCH
Offered by



(Only by Invitation)

DAY 1
NOVEMBER 10
Thursday



15:00H – 15:30H (30')

K-3:

VR & UHD

MASSIMO BERTOLOTTI

SKY



DAY 1
NOVEMBER 10
Thursday



15:30H – 16:15H (45')

RTD -3:

VR & UHD

MASSIMO BERTOLOTTI- **SKY**

MIGUEL A. DONCEL – **SGO**

JORGE RUANO - **NOKIA**



DAY 1
NOVEMBER 10
Thursday



16:15H – 16:45H (30')

COFFEE BREAK
Offered by

ANDREA MICHELOZZI
COMUNICARE DIGITALE

NETWORKING, WORKSHOPS
& DEMOS OPEN



DAY 1
NOVEMBER 10
Thursday



16:45H – 17:00H (15')

K-4:

4K CHANNELS

PRASHANT CHOTHANI
TRAVEL XP



DAY 1 NOVEMBER 10 Thursday



17:00H – 18:00H (60')

RTD-4:

UHD CONTENTS

ROB OVERMAN – STINGRAY

DISCOVERY

PAULO RABELLO – TV GLOBO

RICARDO MEDINA – MEDINA MEDIA 4K

ALEJANDRO VEGA – RTVE DIGITAL



DAY 1
NOVEMBER 10
Thursday



18:00H – INVITATION TO PREMIERE (5')

EDITH MARTINEZ ODRIOZOLA – RTVE 4K

NETWORKING-BREAK TIME (25')



DAY 1
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Thursday



18:30H – 18:50H (20')

SCREENING OF
4K-UHD DOCUMENTARY
"MUSEO
REINA SOFÍA"



rtve

DAY 1
NOVEMBER 10
Thursday



18:50H – 19:10H

(20')

PRESENTATION OF
THE LATEST
4K-UHD
DOCUMENTARY
OF RTVE



rtve

DAY 1
NOVEMBER 10
Thursday

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

19:30H - 21:30H

VIP COCKTAIL

(Only by invitation)



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SGO

SONO

CREATIVIDAD Y TECNOLOGÍA AUDIOVISUAL



OVIDE

huri 4K UHD

WORKSHOPS

FLOOR 3

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

Panasonic

FUJIFILM


ROHDE & SCHWARZ

 **DOLBY®**


MEDINAMEDIA

WORKSHOPS

FLOOR 4

Canon

SONY

SGO


Canal Sur
RADIO Y TELEVISIÓN


axión


instituto | rtve

FilmLight

DEMO AREA & OUTDOOR

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

hurí **4K** UHD

CROATEL

SpectraCal

4K-UHD SUMMIT 2016
LIVE TRANSMISSION IN 4K

hispasat 

huri^{4K}

 OVIDE

STREAMING

Shooowit

TECH PARTNERS

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VIAJES

El Corte Inglés

IN LIAISON WITH



COORDINATOR

MARÍA MEDINA
MEDINA MEDIA 4K

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COUNTRIES REPRESENTED

(By companies, speakers and attendees)



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