

4K SUMMIT

[HDR] Málaga - 8, 9 & 10 Nov 2017

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DAY 1

NOVEMBER 8 – WEDNESDAY



10:00 – 12:00 REGISTRATION, NETWORKING & WELCOME BREAKFAST
Sponsored by *ESCA CATERING*

10:00 – 12:00 DEMO TOUR

10:00 – 12:00 4KOPAS Powered by MOVISTAR and RFEF

12:00 – 12:15 4KOPAS VIP PHOTOCALL

12:15 – 12:20 INTRODUCTION TO 4KS17
Ricardo MEDINA, MEDINA MEDIA

12:20 – 12:30 SALUTATION
Francisco DE LA TORRE, MAYOR OF MALAGA

12:30 – 12:40 SALUTATION
To Be Confirmed

12:40 – 12:55 INAUGURAL KEYNOTE - TELECOMS & 4K
Luis Miguel GILPÉREZ, President of TELEFÓNICA

12:55 – 13:15 KEYNOTE - UHD AND SAMSUNG'S COMMITMENT TO THIS TECHNOLOGY
Nacho MONGE, SAMSUNG

13:15 – 13:40 4K SATELLITE REPORT By EUTELSAT
Michel CHABROL, EUTELSAT

13:40 – 14:00 4K GLOBAL MARKET OVERVIEW
Paul GRAY, IHS MARKIT

14:00 – 16:00 NETWORKING LUNCH WITH "SABOR A MÁLAGA"

15:15 – 16:00 DEMO TOUR

16:00 – 16:30 KEYNOTE OF SPEAKER OF HONOR - NASA'S 4K EXPERIENCES ON BOARD THE INTERNATIONAL SPACE STATION
Carlos FONTANOT, NASA (Video conference)

16:30 – 16:50 KEYNOTE - EUROSPOORT: THE NEW HOME OF THE OLYMPICS
Peter HUTTON, CEO of EUROSPOORT

16:50 – 17:20 ROAD TO PYEONGCHANG 2018
Fernando RUIZ, EUROSPOORT
Guillermo JIMÉNEZ, OBS

17:20 – 17:45 KEYNOTE - LA LIGA 4K-HDR EXPERIENCE
Emili PLANAS, MEDIAPRO

17:45 - 18:35 PANEL SESSION - THE SPANISH EXPERIENCE
Pere VILA, RTVE
Ignacio SANCHÍS, HISPASAT
Nicolás LECOCQ, MOVISTAR+
Javier GÓMEZ, RTVE Digital

18:35 – 18:40 INTRODUCTION TO RTVE 4K PROJECTION
Juan Manuel HIDALGO, Director of La2

**18:40 – 18:50 RTVE 4K PROJECTION:
Real Guard Change & Heritage Cities**

18:50 – 19:00 INTERVIEW TO DIRECTORS
Belén MOLINERO, RTVE
Raúl HERNÁNDEZ, RTVE

19:00 – 21:00 WELCOME BEER TIME Sponsored by TEDIAL
Offered by VICTORIA

19:00 – 20:00 DEMO TOUR

DAY 2

NOVEMBER 9 – THURSDAY



9:00 – 10:00 REGISTRATION, NETWORKING & BREAKFAST

Sponsored by AXIÓN

9:00 – 10:00 DEMO TOUR

10:00 – 10:05 INTRODUCTION TO DAY 2

Ricardo MEDINA, *MEDINA MEDIA*

10:05 – 10:10 SALUTATION

Francisco HURTADO, *AXIÓN*

10:10 – 10:15 SALUTATION

Joaquín DURÁN, *RTVA*

10:15 – 10:45 KEYNOTE - VISION & GOALS OF THE UHD ALLIANCE

Michael ZINK, *President of UHD Alliance*

**10:45 – 11:05 KEYNOTE - WHERE ARE WE NOW AND
WHERE ARE WE GOING?**

Benjamin SCHWARZ, *UHD FORUM*

With videomessage of Thierry Fautier, *President of UHD FORUM*

11:05 – 11:50 MASTERCLASS Sponsored by UHD FORUM

Ian NOCK, *UHD FORUM*

Mark HORTON, *ERICSSON*

Philippe STRANSKY-HEILKRON, *NAGRAVISION*

11:50 – 12:15 KEYNOTE - THE UHD AFTER NEXT.

Can we predict the UHD future?

David WOOD, *DVB*

12:15 – 12:40 KEYNOTE - UHD THE LATEST DEVELOPMENTS

Peter SYKES, *SONY*

12:40 – 13:30 PANEL SESSION - 4K HDR CAMERAS AND LENS

Stefan HOFMANN, *PANASONIC*

Klaus WEBER, *GRASS VALLEY*

Salvador LUNA, *FUJIFILM*

Carlos CASTÁN, *CANON*

13:30 – 13:55 KEYNOTE - VR/AR & 4K

Massimo BERTOLOTTI, SKY ITALY

14:00 – 16:00 NETWORKING LUNCH WITH “SABOR A MÁLAGA”

15:15 – 16:00 DEMO TOUR

16:00 – 16:30 KEYNOTE OF GUEST OF HONOR - ROADMAP TO 8K

Hidenobu MIYAZAKI, NHK

16:30 – 17:00 KEYNOTE - DOLBY VISION

Simon GAUNTLETT, DOLBY

17:00 – 17:45 PANEL SESSION - 4K & HDR NEW SOLUTIONS

Øystein RIISE, AVID

Marcel GONSKA, SPECTRACAL PORTRAIT DISPLAYS

Motoshi BITO, VESTEL

17:45 – 18:30 PANEL SESSION: WORLDWIDE CONTENTS

Prashant CHOTHANI, TRAVEL XP

Iñaki EZPELETA, DISCOVERY COMMUNICATIONS

Amos ROZENBERG, PARAMAX FILMS

18:30 – 19:00 PANEL SESSION: FESTIVALS&MUSIC IN 4K

Juan Antonio VIGAR, FESTIVAL DE CINE DE MÁLAGA

Luisa FERNÁNDEZ, HISPASAT

María MEDINA, MEDINA MEDIA

19:00 – 21:00 NETWORKING BEER TIME

Offered by VICTORIA

19:00 – 20:00 DEMO TOUR

DAY 3

NOVEMBER 10 – FRIDAY



9:00 – 10:00 REGISTRATION, NETWORKING & BREAKFAST

Sponsored by *HURÍ* and *OVIDE*

9:00 – 10:00 DEMO TOUR

10:00 – 10:05 INTRODUCTION TO DAY 3

Ricardo MEDINA, *MEDINA MEDIA*

10:05 – 10:10 SALUTATION

Antonio J. LUCAS, *JUNTA DE ANDALUCÍA*

10:10 – 10:15 SALUTATION

Antonio FERNÁNDEZ-PANIAGUA, *MINETAD*

10:15 – 10:40 FAME KEYNOTE

Hans HOFFMANN, *EBU*

10:40 – 11:05 FAME KEYNOTE

Stephan HEIMBECHER, *SKY Deutschland*

11:05 – 11:35 FAME PANEL SESSION: CONCLUSIONS

11:35 – 12:25 PANEL SESSION - 4K HDR... AND 5G

Mark HORTON, *ERICSSON*

David SMITH, *ROHDE&SCHWARZ*

Jorge RUANO, *NOKIA*

Xavi REDÓN, *CELLNEX*

12:25 – 13:15 PANEL SESSION - OTT & 4K HDR

Rubén MELLADO, *MOVISTAR*

Ian MUNFORD, *AKAMAI*

Gustavo MARRA, *ATEME*

13:15 – 13:35 CLOSING SPEECH - 4K CONSUMERS

María Jesús ALMAZOR, *MOVISTAR*

13:35 – 13:55 4K SUMMIT 2017 HIGHLIGHTS OVERVIEW

Paul GRAY, *IHS MARKIT*

13:55 – 14:00 INTRODUCTION TO 4K SUMMIT 2018: NOV 7-9

14:00 – 16:00 NETWORKING LUNCH WITH "SABOR A MÁLAGA"



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Demo & Networking Area

4K SUMMIT
[HDR] Málaga - 8, 9 & 10 Nov 2017

FLOOR 0

DEMO ROOMS

SONY

FUJINON
FUJIFILM

DOLBY

ROHDE & SCHWARZ

FLOOR 0

DEMO & NETWORKING AREA

rtve

CanalSur
RADIO Y TELEVISION



eutelsat

SONY

axion

hispasat

cellnex
driving telecom connectivity

Ultra HD
FORUM

ERICSSON

In collaboration with
MoMe

SpectraCal
PORTRAIT
DISPLAYS

Canon

NOKIA

VESTEL

cateme

VICTORIA
MALAGA 1928
Akamai



FLOOR 0

4K MARKET

FLOOR 1

4K PROJECTION ROOM

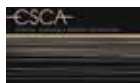
Canon

FLOOR 1

FAME ROOM
ONLY MEMBERS



NETWORKING COCKTAILS



4KS17 LIVE!

4K HDR live transmission through satellite

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SAVE THE DATE!



Encuentro anual de la

Tecnología 5G

25 y 26 de abril 2018

Málaga

- La tecnología que revolucionará nuestras vidas
- Primer gran encuentro Nacional en torno al 5G
- El Internet de las Cosas
- Las Smart Cities
- El Segundo Dividendo Digital
- Aplicaciones 5G en Tráfico y Automoción

Impulsado por:



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VR18

AR/VR/MR/360° OBSERVATORY

Málaga, July 18 & 19 2018

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