

AGENDA

4K HDR SUMMIT

MÁLAGA 7-8-9 NOV 2018

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ETRA

El sector que nos une



EXPOMÁLAGA

ORGANIZED BY

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MEDINAMEDIA
EVENTS

www.4ksummit.com

DAY 1

NOVEMBER 7

4KHDR
SUMMIT

NOVEMBER 7-8-9 2018

09:00 - 10:00 Welcome Breakfast sponsored by MEDIAKIND in collaboration with MOME

Offered by ESCA Catering

10:00 - 10:30 Media & VIP Demo Tour

10:30 - 10:35 Introduction

Ricardo MEDINA - MEDINA MEDIA

10:35 - 10:40 Welcome Salutation

MÁLAGA TOWN HALL

10:40 - 11:00 Inaugural Keynote: Say hello to the new television

Sergio OSLÉ - MOVISTAR+

11:00 - 11:20 Keynote: 4K HDR & EBU

Hans HOFFMANN - EBU

11:20 - 11:50

**Keynote: NASA 4K Experiences on the International Space Station
SPEAKER OF HONOR**

Carlos FONTANOT, Imagery Manager of the ISS, NASA

Supported by EXTENDA

12:00 - 12:30 Networking Break & Demo Tour

12:30 - 12:50 Keynote: Perfect Reality QLED 8K

Nacho MONGE - SAMSUNG

12:50 - 13:10 Keynote: 4K Satellite Report

Michel CHABROL - EUTELSAT

13:10 - 13:35 Keynote: 4K Worldwide Report

Mohammed HAMZA - KAGAN



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13:35 - 13:55 Keynote: Five years in 4K & more

Luisa PENABAZ - RTVE

13:55 - 14:00 Salutation & Invitation

Esther MESAS - TEDIAL

14:00 - 15:00 Networking lunch

"Sabor a Málaga: el sabor que nos une"

15:00 - 16:00 Demo Tour & Visit to Car Museum

16:00 - 16:30 Keynote: Natural history - Why 4K and HDR matters

Colin JACKSON - BBC

16:30 - 17:00 Keynote: Road Map to 8K

Hiroyasu MASUDA - NHK

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17:00 - 17:30 Networking & Demo Tour

17:30 - 18:05 Panel Session: TV Screens, Platforms & Contents

Nicolás LECOQC - MOVISTAR+

Manuel GÓMEZ ZOTANO - RTVE

Motoshi BITO - VESTEL

18:05 - 18:25 Keynote: The importance of audio

Alfonso CARRERA - FRAUNHOFER

18:25 - 18:45 Keynote: Music & Jazz experience

Yannick DUMARTINEIX - RTS

18:45 - 20:00 Opening party

Sponsored by TEDIAI

In liaison with: Talent Woman

Offered by VICTORIA

**WHERE TECH MEETS CONTENTS.
AND CONTENTS MEET TECH.**

DAY 2

NOVEMBER 8

4KHDR
SUMMIT
NOVEMBER 7-9 · 2018

09:00 - 10:00 Welcome Breakfast sponsored by AXIÓN
Offered by ESCA Catering

10:00 - 10:05 Introduction
Ricardo MEDINA - MEDINA MEDIA

10:05 - 10:10 Salutation
Francisco HURTADO - AXIÓN

10:10 - 10:30 Keynote: The First Big 4K HDR Live Event: FIFA World Cup 2018
Francis TELLIER - HBS

10:30 - 10:50 Keynote: HDR Live for Sports
Norbert PAQUET - SONY

10:50 - 11:40 Panel Session: 2018: the Year of live Sports in 4K HDR
Ian NOCK - ULTRA HD FORUM
Guillermo JIMÉNEZ - OBS
Mickaël RAULET - ATEME
Emili PLANAS - MEDIAPRO

11:40 - 12:15 Networking Break & Demo Tour

12:15 - 12:35 Keynote: DOLBY Vision
Ian LOWE - DOLBY

12:35 - 13:20 Panel Session: Cameras & Lenses
Stefan HOFMANN - PANASONIC
Klaus WEBER - GRASS VALLEY
Salvador LUNA - FUJINON
Carlos CASTÁN - CANON

13:20 - 13:40 Keynote: Huawei Solutions 4 all
Miguel Ángel GONZÁLEZ - HUAWEI



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13:40 - 15:00 Networking lunch

“Sabor a Málaga: el sabor que nos une”

15:00 - 16:00 Demo Tour & Visit to Russian Museum

16:00 - 16:35 Panel Session: New 4K Solutions & Consumers

Rubén MELLADO - MOVISTAR

Álvaro VILLEGAS - NOKIA

Kevin KING - AJA

16:35 - 17:10 Panel Session: 4K HDR... and 5G

In liaison with 5GForum

Juan PACHÓN - ROHDE & SCHWARZ

Xavi REDÓN - CELLNEX

Daniel CASTRO - HISPASAT

17:10 - 17:40 Networking Break & Demo Tour

17:40 - 18:00 Keynote: The Explorers

In liaison with SUTUS

Olivier CHIABODO - *The Explorers Organisation*

18:00 - 18:35 Panel Session: New 4K Horizons: VR, Tourism & more

In liaison with SUTUS

Mirko MASTROPIETRO - SKY

Carlos DíEZ DE LA LASTRA - LES ROCHES

María MEDINA - MEDINA MEDIA

18:35 - 20:00 4K Happy Hours sponsored by SUTUS

(Space & Underwater Tourism Universal Summit)

Offered by VICTORIA

**WHERE TECH MEETS CONTENTS.
AND CONTENTS MEET TECH.**

DAY 3

NOVEMBER 9

4KHDR
SUMMIT

NOVEMBER 7-8-9 2018

09:00 - 10:00 Welcome Breakfast Sponsored by UHD FORUM & RTVA

Offered by ESCA Catering

10:00 - 10:05 Salutation

Joaquín DURÁN - CANAL SUR Radio y Televisión

10:05 - 10:25 Keynote: The state of UHD deployment in 2018

Thierry FAUTIER - ULTRA HD FORUM

10:25 - 10:40 Report: 4K HDR Ecosystem

Benjamin SCHWARZ - ULTRA HD FORUM

10:40 - 11:10 Report: 4KS18 Highlights overview

Paul GRAY - IHS MARKIT

11:10 - 11:15 Salutation

Vanessa BERNAD - EXTENDA

11:15 - 11:45 Panel Session: Women´s power, Colombia TV´s & 8K Americas

Powered by: EXTENDA

In Liaison with: 4K AMERICAS

María Camila VILLAMIZAR - ANTV

Johanna RUEDA - CARACOL TV

Moderated by: Vanessa Bernad - EXTENDA

11:45 - 12:10 Keynote: CineSpace NASA imagery - Your vision

SPEAKER OF HONOR

Carlos FONTANOT, Imagery Manager of the ISS, NASA

12:10 - 12:15 Closing Speech: Next edition November 6-7-8, 2019

Ricardo MEDINA - MEDINA MEDIA

12:15 - 13:00 Networking Break & VIP Demo Tour



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13:00 - 13:30 MÁLAGA 4K FEST PRESENTATION

13:30 - 15:00 Networking Lunch

"Sabor a Málaga: el sabor que nos une"

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POLO DE CONTENIDOS DIGITALES AND FESTIVAL DE MÁLAGA

**WHERE TECH MEETS CONTENTS.
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NOVEMBER 8, 2019

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FUJINON
FUJIFILM



rtve

:SGO



MORE 4K COMING SOON



JULY 9-10, 2019
BOGOTÁ

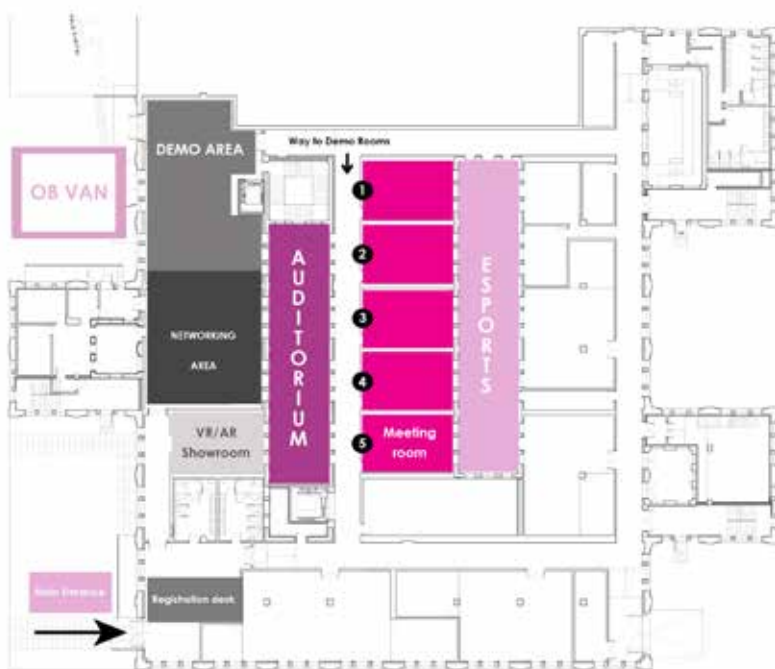
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5G FORUM

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April 24-25, 2019 - Málaga

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JULY 17-18
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THE NEW TECH
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ybvr^o

singular
it can be done.



Amfi + tech

VS
VERSUS
GAMERS



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4K HDR SUMMIT

NOVEMBER 6-7-8 · 2019

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