

AGENDA 2020

VI EDITION

4KHDR **SUMMIT**

VIRTUAL

NOVEMBER 17-18-19 - 2020



DAY 1

Tuesday 17th
November

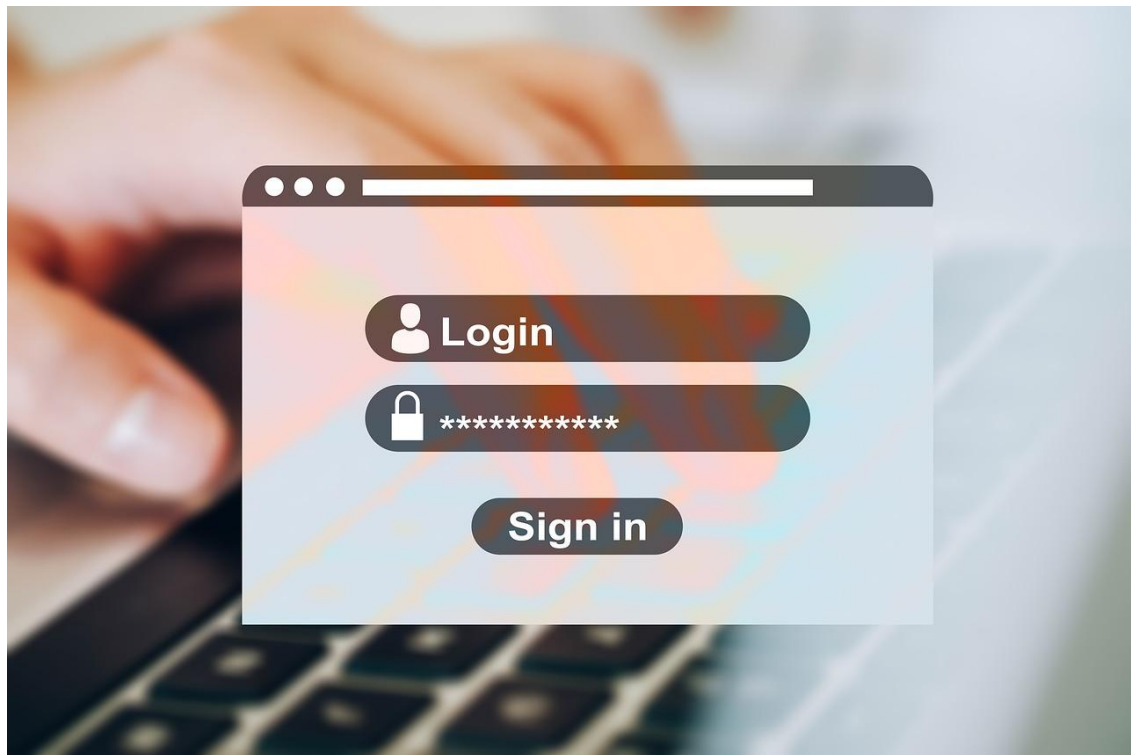
09:00h - 14:10h

DAY 1 Tuesday 17th November

08:30h - 09:00h

REGISTRATION,
NETWORKING
& DEMOS

ONLINE PLATFORM



DAY 1 Tuesday 17th November

09:00h - 09:05h

INTRODUCTION TO
4K HDR SUMMIT

Ricardo
MEDINA

CEO



ENGLISH

DAY 1 Tuesday 17th November

09:05h - 09:25h

KEYNOTE
SPEAKER
OF HONOR

Marcos
SANTANA

President



TELEMUNDO
GLOBAL STUDIOS



ENGLISH

VI Edition

4KHDR
SUMMIT

VIRTUAL

NOVEMBER 17-18-19, 2020

DAY 1 Tuesday 17th November

09:30h - 09:55h

REPORT
4K MARKET
UPDATE

Maria
RUA AGUETE

Senior Research Director
Media and Entertainment

OMDIA



ENGLISH

DAY 1 Tuesday 17th November

10:00h - 10:20h

KEYNOTE
UHD? HDR?
HFR? 4K? 8K?

Dagmar
DRIESNACK

Senior Engineer,
Chairwoman EBU Video Systems group



ENGLISH

DAY 1 Tuesday 17th November

10:25h - 10:45h

KEYNOTE
4K CHANNELS
ON AIR & RAI 4K
SUCCESSFUL
CASE

Cristiano
BENZI

SVP Global - Professional Video



ENGLISH

DAY 1 Tuesday 17th November

10:50h - 11:10h

KEYNOTE IMMERSIVE AND PERSONALIZED SOUND

Adrian
MURTAZA

Senior Manager, Technology and
Standards



Fraunhofer

IIS



ENGLISH

DAY 1 Tuesday 17th November

11:15h - 12:00h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK



DAY 1 Tuesday 17th November

12:00h - 12:20h

KEYNOTE REMOTE PRODUCTION IN A VIRTUAL ENVIRONMENT

ENGLISH



Gideon
FERBER

Director, Marketing Product
Manager & Business
Development – Ross Virtual



David
ESTRUCH

Solutions Architect Iberia & Italy



DAY 1 Tuesday 17th November

12:25h - 12:45h

KEYNOTE

8K: CONTENT,
APPLICATIONS,
OPTIMISATION

Richard
MORETON

Business Development & Industrial
Affairs, Samsung Electronics Research
Institute UK

SAMSUNG



ENGLISH

DAY 1 Tuesday 17th November

12:50h - 13:10h

KEYNOTE
4K HDR & 8K
HDR: THE NEW
EDGE FOR
OPERATORS

ENGLISH

Prashant
CHOTHANI

CEO



travelxp

DAY 1 Tuesday 17th November

13:15h - 13:35h

KEYNOTE EARTH INVENTORY

Olivier
CHIABODO

CEO



ENGLISH

DAY 1 Tuesday 17th November

13:40h - 14:00h

KEYNOTE

Historic Space X
launch & Launch of
the Mars 2020
rover in UHD

Carlos
FONTANOT

Imagery Manager
of ISS



ENGLISH

DAY 1 Tuesday 17th November

14:05h - 14:10h

SALUTATION

Juan Carlos
MALDONADO

First Vice President
Diputación de Málaga



SPANISH

DAY 1 Tuesday 17th November

Q&A,
VIRTUAL NETWORKING &
ONLINE DEMOS





DAY 2

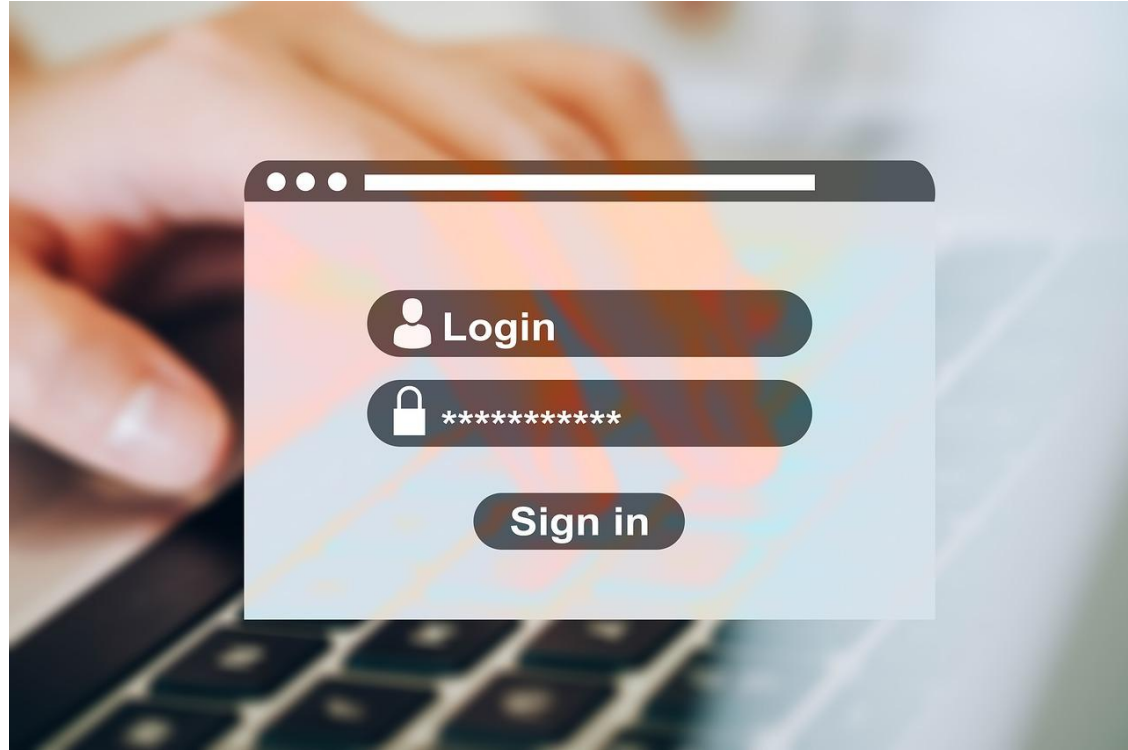
Wednesday 18th
November

09:00h - 14:05h

DAY 2 Wednesday 18th November

08:30h - 09:00h

REGISTRATION,
NETWORKING
& DEMOS



DAY 2 Wednesday 18th November

09:00h - 09:25h

KEYNOTE

VENICE, TOKYO AND
MARS: THE FUTURE
OF 8K BROADCASTING

Atsushi
MURAYAMA

Head of 8K Production
and Senior Producer

NHK



ENGLISH

VI Edition

**4KHDR
SUMMIT**

NOVEMBER 17-18-19, 2020

VIRTUAL

DAY 2 Wednesday 18th November

09:30h - 09:50h

INTERVIEW

Isidoro
MORENO

Director of Engineering



Guillermo
JIMÉNEZ

Director of Broadcast Engineering



ENGLISH



DAY 2 Wednesday 18th November

09:55h - 10:15h

KEYNOTE

WHAT ABOUT RAFA
AND IMMERSIVE
AUDIO/VIDEO
EXPERIENCE?

Mickaël
RAULET

Director of Research
and Innovation

eateme
Transforming Video Delivery



ENGLISH

DAY 2 Wednesday 18th November

10:20h - 10:40h

KEYNOTE
NEXT GEN AUDIO:
PROGRESS IN
EUROPE

Jason
POWER

Senior director for commercial
partnerships and standard at Dolby
Europe



ENGLISH

DAY 2 Wednesday 18th November

10:45h - 11:10h

KEYNOTE

ULTRA HD AND HDR:
LATEST
DEVELOPMENTS &
CASE STUDIES

Peter
SYKES

Strategic Technology
Development Manager

SONY



ENGLISH

DAY 2 Wednesday 18th November

11:15h - 11:40h

KEYNOTE CANON 8K LENS TECHNOLOGY

Carlos
CASTÁN

Industrial Products Manager
Broadcast and Cinema Dept.

Canon



ENGLISH

DAY 2 Wednesday 18th November

11:45h - 12:00h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK



DAY 2 Wednesday 18th November

12:00h - 12:20h

KEYNOTE

HIGH VALUE, ULTRA
HIGH DEFINITION,
SECURE & FLEXIBLE -
THE FUTURE OF
SOFTWARE DEFINED
C&D

ENGLISH

David
SYMONS

Head of Sales, Broadcasters,
DTH & Channels, EMEA

MediaKind



DAY 2 Wednesday 18th November

12:25h - 12:45h

KEYNOTE HDR TRENDS IN MEDIA PRODUCTIONS

Erik
DOBBERKAU

Product Manager
Media Production Solutions

ROHDE & SCHWARZ
Make ideas real



ENGLISH

DAY 2 Wednesday 18th November

12:50h - 13:10h

KEYNOTE DTT IN TIMES OF COVID

Xavier
REDÓN

Product Manager



ENGLISH

DAY 2 Wednesday 18th November

13:15h - 13:35h

KEYNOTE UHD AND THE TV OF THE FUTURE

Jorge
RODRÍGUEZ

Marketing
Manager

hispasat



ENGLISH

DAY 2 Wednesday 18th November

13:40h - 14:05h

KEYNOTE

REDISCOVERING
UNCOMPRESSED UHD WITH
JPEG XS OVER 2110 FOR THE
HIGHEST QUALITY REMOTE
PRODUCTION

David
MITCHINSON

Solutions Manager
Appear TV AS

Appear



ENGLISH

DAY 2 Wednesday 18th November

Q&A,
VIRTUAL NETWORKING &
ONLINE DEMOS





DAY 3

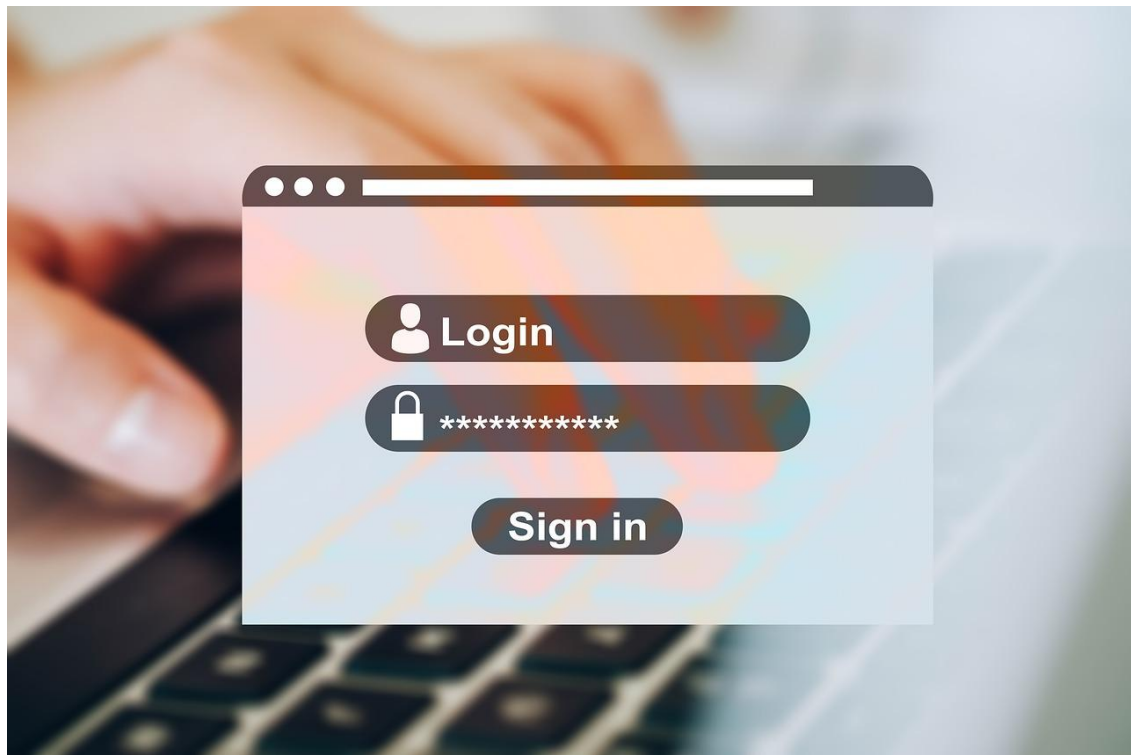
Thursday 19th
November

09:00h - 14:30h

DAY 3 Thursday 19th November

08:30h - 09:00h

REGISTRATION,
NETWORKING
& DEMOS



DAY 3 Thursday 19th November

09:00h - 09:05h

SALUTATION

Rafael
PORRAS

President



SPANISH

VI Edition

4KHDR
SUMMIT

NOVEMBER 17-18-19, 2020

VIRTUAL

DAY 3 Thursday 19th November

09:05h - 09:25h

KEYNOTE

Michael
ZINK

Chairman

UHD
ALLIANCE



ENGLISH

DAY 3 Thursday 19th November

09:25h - 09:45h

KEYNOTE

Thierry
FAUTIER

President



ENGLISH

DAY 3 Thursday 19th November

09:50h - 10:10h

KEYNOTE

Chris
CHINNOCK

President



ENGLISH

DAY 3 Thursday 19th November

10:10h - 10:40h

8K PANEL SESSION

Michael
ZINK

Chairman

**UHD
ALLIANCE**



Thierry
FAUTIER

President



Chris
CHINNOCK

President



ENGLISH



DAY 3 Thursday 19th November

10:45 - 11:10h

4K SUMMIT 2020 HIGHLIGHTS OVERVIEW

Paul
GRAY

Senior Research Manager

OMDIA



ENGLISH

DAY 3 Thursday 19th November

11:15 - 11:25h

SPECIAL
TRIBUTE

Michel
CHABROL

For his contribution
to 4K



ENGLISH

DAY 3 Thursday 19th November

11:25h - 11:30h

VIRTUAL NETWORKING
&
ONLINE DEMOS BREAK



DAY 3 Thursday 19th November

11:30h - 11:35h

SALUTATION

Francisco
HURTADO

Operations and Technical
Director



SPANISH

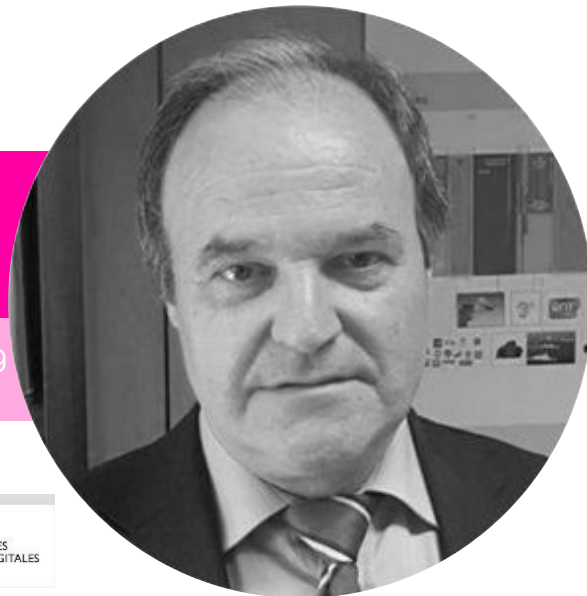
DAY 3 Thursday 19th November

11:35h - 12:05h

KEYNOTE 4K MAP AND STATUS IN SPAIN

Antonio
FDEZ-PANIAGUA

G. S. for Radio Spectrum Planning
and Management



SPANISH

DAY 3 Thursday 19th November

12:05h - 12:25h

INTERVIEW

Pere
VILA

Director of Technology Strategy
and Digital Innovation



SPANISH

DAY 3 Thursday 19th November

12:25h - 12:35h

INTERVIEW

Xavier
REDÓN

Product Manager



SPANISH

DAY 3 Thursday 19th November

12:35h - 13:00h

INTERVIEW
LA LIGA
EXPERIENCE

Emili
PLANAS

CTO & Operations Manager



SPANISH

DAY 3 Thursday 19th November

13:00h - 13:10h

INTERVIEW

Carlos
CASTÁN

Industrial Products Manager
Broadcast and cinema Dept.



Canon

SPANISH

DAY 3 Thursday 19th November

13:10h - 13:30h

INTERVIEW
FIRST 8K PILOT
THROUGH
DVB-T2

José Manuel
MENÉNDEZ

Researcher



POLITÉCNICA

UNIVERSIDAD
POLITÉCNICA
DE MADRID



SPANISH

DAY 3 Thursday 19th November

13:30h - 14:10h

KEYNOTE A MANUFACTURER'S VISION

Javier
MORAGO

Country Product Manager



VESTEL JVC

TOSHIBA HITACHI

SPANISH

DAY 3 Thursday 19th November

14:10h - 14:20h

ENTREVISTA

Jorge
RODRÍGUEZ

Marketing
Manager



SPANISH

DAY 3 Thursday 19th November

14:25h - 14:30h

CLOSING
SPEECH

Ricardo
MEDINA

CEO



SPANISH

DAY 3 Thursday 19th November

Q&A,
VIRTUAL NETWORKING
& ONLINE DEMOS



NOVEMBER 20, 2020

MALAGA

4K
FEST

In collaboration with
**FESTIVAL DE
MÁLAGA**

A3S_{Series}

DOLBY

BEST

adm
grupo audiovisu

rtve

mm4K
MEDINAMEDIA

NEXT EDITION: 2021

Contact:
María Medina
maria@medinamedia.net
+34 670 852 706

