

AGENDA 2021

VII EDITION

4KHDR
SUMMIT

17th NOVEMBER 2021



CONFERENCES DAY 3

Wednesday 17th
November

10:00 - 14:30



Format/Formato:
ONLINE / VIRTUAL

(Access under
registration/ Acceso
previo registro)

Language/Idioma:
ENGLISH/ INGLÉS

DAY 3 Wednesday 17th November

10:05 - 10:25

INTERVIEW: TOKYO 2020

Isidoro
MORENO

Director of Engineering



Guillermo
JIMÉNEZ

Director of Broadcast Engineering



DAY 3 Wednesday 17th November

10:30 - 10:50

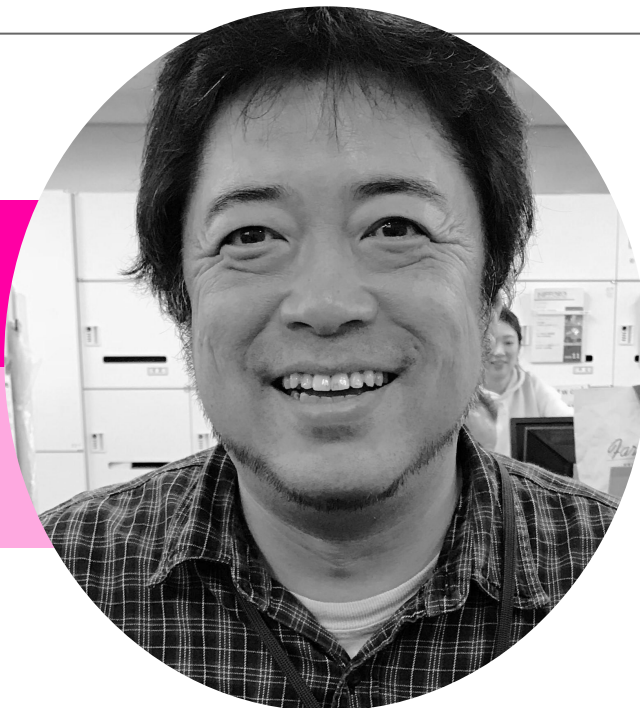
KEYNOTE

Evolution of 8K
Broadcasting
at Tokyo 2020
Games

Atsuhiro
HIRAO

Chief Producer
8K Olympics and
Paralympics

NHK



DAY 3 Wednesday 17th November

10:55 - 11:25

KEYNOTE UHD in NASA

Carlos
FONTANOT

Imagery Manager
of ISS



DAY 3 Wednesday 17th November

11:30 - 11:45

KEYNOTE

How can we
make 4K
broadcasting a
success?

Cristiano
BENZI

SVP Global -
Professional Video



DAY 3 Wednesday 17th November

11:50 - 12:05

KEYNOTE

AN OVERVIEW OF
THE VISTA PROJET
5G APPLICATION TO
VENUE CASTING

Thomas
LOICHINGER

Europe Broadcast Sales
Director



DAY 3 Wednesday 17th November

12:10 - 12:30

KEYNOTE

5GRECORDS: 5G
para la
producción de
contenidos
inmersivos

Pablo
PÉREZ

Investigador
Realidad Distribuida

NOKIA Bell Labs



DAY 3 Wednesday 17th November

12:35 - 12:55

KEYNOTE

ANALYSING 4KHDR
CONTENT WITH
CANON REFERENCE
DISPLAYS

Aron
RANDHAWA

European Canon
Product Specialist



Canon

DAY 3 Wednesday 17th November

13:00 - 13:15

KEYNOTE

UHD and future TV
via satellite

Jorge
RODRÍGUEZ

Marketing Manager
HISPASAT



hispasat

DAY 3 Wednesday 17th November

13:20 - 13:35

KEYNOTE

Interoperability Testing

José Manuel
SANZ PALOMO

Head of Teach and Lab



cellnex 

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NOVEMBER 15-16-17-18-19, 2021

VIRTUAL

DAY 3 Wednesday 17th November

13:40 - 13:55

KEYNOTE

AN OVERVIEW OF
THE ULTRA HD AND
HDR ECOSYSTEM

Peter
SYKES

Strategic Technology
Development Manager



SONY

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NOVEMBER 15-16-17-18-19, 2021

VIRTUAL

DAY 3 Wednesday 17th November

14:00 - 14:15

SPECIAL
TRIBUTE:
HOMENAJE A
UN MAESTRO

Luis G.
CALLE

For his contribution
to 4K in AMERICAS



SPANISH

DAY 3

Wednesday 17th November

15:00 - 19:00

VIRTUAL NETWORKING & ONLINE DEMOS

Rebroadcast of the sessions at
15:00 CET
20:00 CET

