

ULTRAHD  
FORUM ITALIA  
Beyond Definition

**HDFI**

• **INNOVATION** •  
**DAY**

**ROMA**

NAZIONALE SPAZIO EVENTI  
**24 OTTOBRE 2019**



# HDFI • INNOVATION • DAY

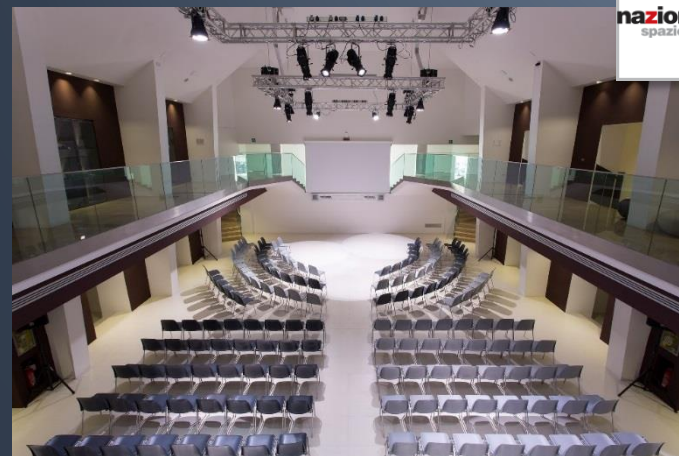
Rome, 24 October 2019



Event Partner:



Event Supporter:



“Nazionale Spazio Eventi”  
Via Palermo 10, 00184 Rome (Italy)

<https://www.nazionalespazioeventi.com/>



## HD FORUM ITALIA (HDFI)

An association representing the full value-chain

**Twenty- five** leading organizations in telecommunications industry take part in HD Forum Italia, an association to promote and develop new technologies in the audiovisual market and in the Italian multimedia sector.

**Since 2006**, HDFI has been credited as a steering body in audiovisual technology for the Italian landscape, accompanying evolution and growth of the national television system, in coherence with European and global scenarios. By now, an authoritative reference voice for the international industry.

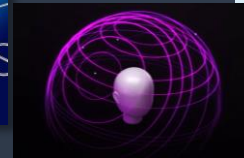
## “HDFI Innovation Day“

The "HDFI Innovation Day" is a new format designed to offer associate members and key players belonging to the digital media segment, a session to present and demonstrate solutions for the near future. A window that combines innovations, trends and impacts across the value chain.



## “Key topics“

- **5G, Enabler of Gigabit Society.** The role that 5G architecture will have in the ICT context.
- **A new era in broadband TV.** New player category: “*enabler to watch*”
- **Artificial Intelligence toward media value chain:** why should corporations use a start-up to introduce innovation ?
- **Innovative professional audio technology:** delivering new ground breaking possibilities for sound reproduction in entertainment venues.





**Date:** 24 ottobre 2019

**Location:** Roma, «Nazionale Spazio Eventi»

### Agenda

**16:00** Convening to the event site

**16:30** Opening welcome - B.M. Mari, HDFI President

### **16:40 Keynote Speeches:**

**Antonio Arcidiacono** – EBU, Overview 5G-MAG (Media Action Group)

**Stefano Ciccotti** - RAI Radiotelevisione Italiana, “5G, Enabler of Gigabit Society”. The role that 5G architecture will have in the ICT context.

**Antonio Corrado** – MainStreaming, A New Era in Broadband TV (new player category: “**enabler to watch**”)

**Massimo Bertolotti, Sky Italia e Simone Bronzin, Metaliquid** - Artificial Intelligence, toward media value chain

**17:40 Marco Porro** - Leading Technologies, “Innovative professional audio technology”, pres and demo session

**19:00** Cocktail over terrace

**19:45** Gala Dinner, *mise en place table with buffet*

**22:45** After Dinner Event: “Vocal Performance”

**23:00** Award ceremony

**23:30** Close event



**Innovative professional audio technology** – Session by  LEADING TECHNOLOGIES  
AUDIO VIDEO LIGHTING**Introduction**

Concept: delivering new ground breaking possibilities for sound reproduction in entertainment venues. Technology overview

Moderator: Andrea Michelozzi

Speaker: Marco Porro, Leading Technology

**Phase 1**

Hear the world around you ?  
Live demonstration

Give your feedback

**Phase 2**

What language we are playing ? Flag what you are hearing !  
Live demonstration

Each participants (table) will get a flag to respond question (English and Spanish)

**Phase 3**

Can you hear me ?  
Live demonstration

Each participants (table) will get a paper and pen: please respond to the question from speaker

**Phase 4**

Distance and position make no difference !

Walk around, swap positions

**Disclosing of technology solution**



Organization by



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