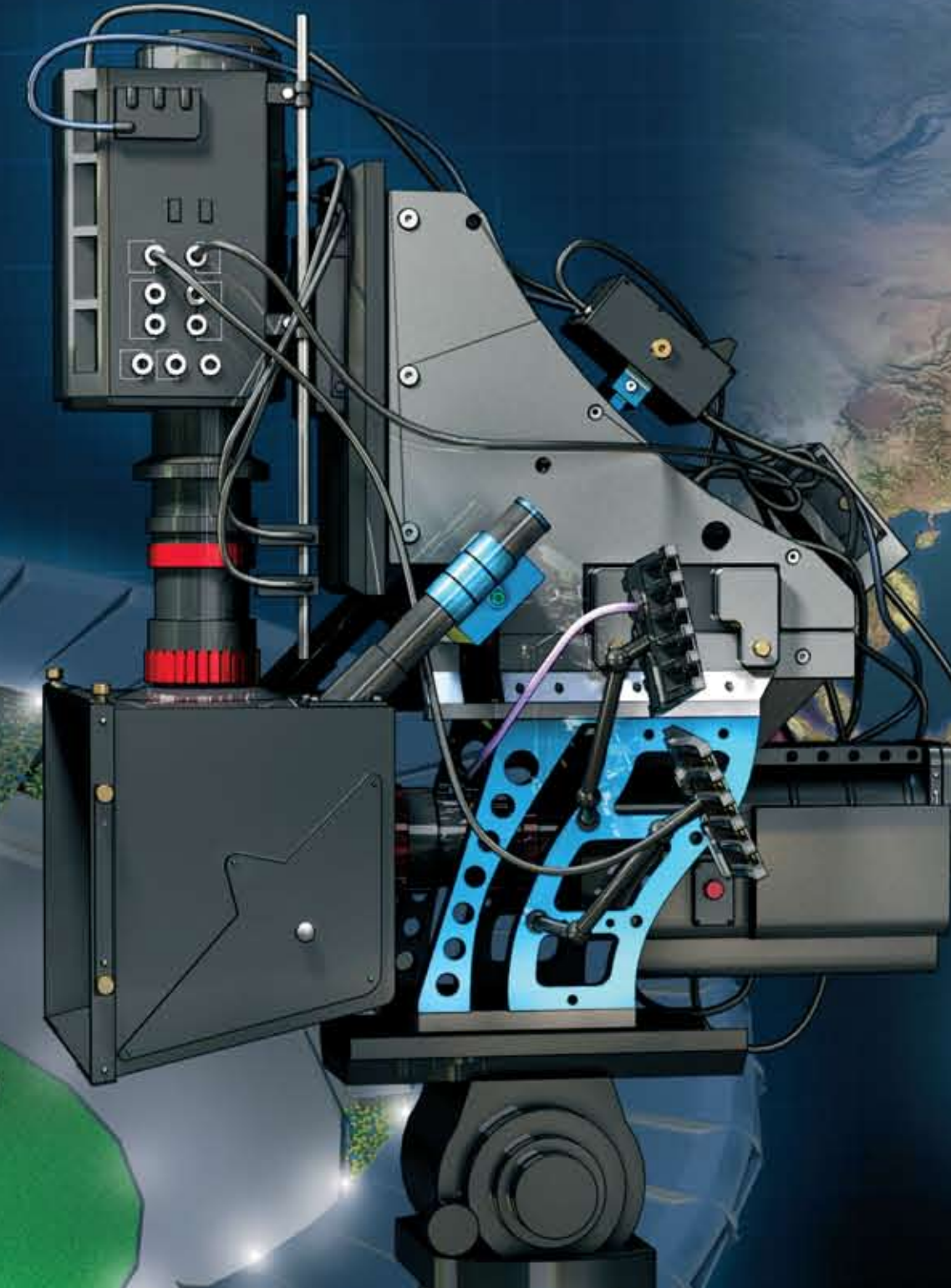


2014k



- Host Cities BRAZIL 2014**
- Rio de Janeiro (RJ)
 - São Paulo (SP)
 - Belo Horizonte (MG)
 - Porto Alegre (RS)
 - Brasília (DF)
 - Cuiabá (MT)
 - Curitiba (PR)
 - Fortaleza (CE)
 - Manaus (AM)
 - Natal (RN)
 - Recife (PE)
 - Salvador (BA)

charm, amaze and stir emotions around the world in 2014

Cinema, the Lumière brothers' "invention of the future", marked the 20th century in a profound and enriching manner. Much of what will be said of the 20th century man in the future will be attributed to the wonder of cinema and, over 110 years later, this effect continues to amaze us. After various different stages, motion picture production has seen drastic changes with the development of computer technology. It is now possible to obtain and digitally project images of unquestionable quality. 4K film resolution contains over 8 million pixels and now leads the way forward in 3D image experience, producing a new language to be explored.

But for this potent image to be transmitted without any loss of quality the cinema lights had to be lined up with the photon lights. As well as the physical network, a network of scientists, researchers and inventors are also required, striving to make this dream of ubiquity a reality.

Nowadays, super-high definition technological equipment can visualize images in micro and macro scale of distant places where nobody has ever set foot. Images can be three-dimensionalized and also transmitted. After years of the fictional narrative of traditional cinema, scientists and inventors are once again looking for never-seen-before images, now to bring the universe to the world.

And Project 2014K has another charm to add to this moving adventure: football. A generation of Brazilians watched their team play for the first time on the big screen and knows the power of these magnificent images. The moves and dribbles that charm the world will be seen as a new sensory experience. Project 2014K unites 4K + 3D image + on line broadcasting. Image and technology to match the football.

- 8.647.360 pixels – 4 K
- 2.073.600 pixels – HDTV/FULL HD
- 1.310.720 pixels – LCD
- 345.600 pixels – TV



Ricardo Nogueira/Folhapress

PROJECT 2014K Technology and Image to match the Football

THE AIM OF PROJECT 2014K IS TO BROADCAST LIVE TO ULTRA DEFINITION MOVIE THEATRES IN ALL FIVE CONTINENTS THE GAMES OF THE 2014 SOCCER WORLD CUP IN BRAZIL, WITH 4K/3D RESOLUTION OVER PHOTONIC NETWORKS. This is a collaborative and experimental hi-tech project involving research and technological innovation organizations as well as private enterprises.

The games of the 2014 World Cup will be held in 12 different Brazilian cities. Some of these cities, such as São Paulo, Rio de Janeiro, Brasília and Belo Horizonte, already have the network infrastructure to support the transmission of 4k/3D digital cinema. Others will soon follow suit. In each city the live pictures will be projected in specially prepared environments for the event, like theatres, big screens, public squares, etc. Other partaking nations interested in broadcasting the images will be obliged to prepare their own infrastructure to receive the transmission.

infrastructural development

The planning also takes into account use of the infrastructure after the event. As well as research and development purposes, the infrastructure will also be apt for cultural events, such as music festivals, film festivals, virtual astronomical observatories, concerts, and other large events of public interest. The networks can also be used to transmit data to be stored, such as digital databases or digitalized movies from film archives and libraries.

justification

The choice of Brazil to host the 2014 World Cup and 2016 Olympic Games demonstrates the country's rise on the international scene, presenting an opportunity to spread among millions of viewers a positive image associated to athletes and nations overcoming challenges. In this context, the availability of technologies to capture, encode, compress and visualize stereoscopic super-high definition images represents evolution to a new level in the world of audiovisual entertainment (movies, music, sports), culture and cinematographic language.

photonic networks

The advance in photonic networks has enabled the construction of global networks for research and experimental purposes based on the transmission of the Ethernet protocol over fiber optic infrastructure at rates of over 10 gigabytes a second; and Brazil is already actively involved in the use of these networks. Allying these factors with the sporting events, the availability of communications infrastructure and state-of-the-art visual technologies adds up to a unique opportunity to spread throughout the world an image of Brazil as a hub for technological innovation.

website: www.2014k.org

MACKENZIE PRESBYTERIAN UNIVERSITY IS A HIGHER EDUCATION institution founded over 140 years ago and based in São Paulo. It has undergraduate and graduate campuses in São Paulo, Barueri (Tamboré Campus), Brasília, Campinas, Recife and Rio de Janeiro. The university aims at offering a broad and global spectrum of courses, ranging from primary to graduate education. Today, with 10 master's and 7 doctorate courses recognized by CAPES (Brazilian Federal Agency for Support and Evaluation of Graduate Education), Mackenzie is continuously investing in teaching, research and academic extension.

CPQD IS AN INDEPENDENT INSTITUTION FOCUSED ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) INNOVATION. The solutions developed by CPQD are used in Brazil by the leading telecommunications service providers, financial companies, energy corporations, industrial and manufacturing companies and government agencies. With more than 30 years of experience, CPQD employs more than 1,200 highly qualified and creative professionals, who are committed to quality and excellence. Today, CPQD develops the largest R&D program in Latin America, contributing to the Brazil's socio-economic development and competitiveness and digital inclusion of the Brazilian society, and also delivering on the market technology products, mission-critical systems, and technological and consulting services.

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2014K film demo

Eunézio "Thoroh" de Souza |
Jane de Almeida *Film Coordination*
Jane de Almeida *Director*
Renato Falcao *Director of Photography*
Cícero Inácio da Silva *Producer*
Dimitre Lucho | Renato Falcão
Scene Director
Dimitre Lucho | Renato Falcão *Editor*
Keith Collea *Stereoscopy*
Dimitre Lucho *Effects Director*
Fábio Pestana *Camera Assistant*
Júnior Xis (Cinepro) *Colorist*
José Francisco Neto
Stereoscopic Corrector
Eduardo Queiroz | Thiago Lester
Original Music
Ricardo Reis (Effects Filmes) |
Miriam Biderman (Effects Filmes)
Sound Designer
Joaquim Filho *Technical Assistant*
Thiago Muradas Bulhões
(Napalm Studio) | Marcell Mota
(Napalm Studio) | André Souza
(Napalm Studio) | Lucas Falcão
(Napalm Studio) *3D Animation*
Rafael Dutra (Start) *Set Producer*
Alexandre Cristóforo (Cinepro)
Data Manager
Alfredo Suppia (Making of) *Director*
Andre Campos (Making of) *Editor*
Pedro Carcereri (Making of) *Camera*
Paula Medeiros (Making of) *Camera*

technical solutions

Absolut Technologies
Zaxel Systems

2014K

coordination



support



partnership



Padtec



Gail

image and technology to match the football