



Spanish FORO HD

Miguel Pingarrón



FORO HD

FORO HD was officially formed just three months ago. Since then, we have developed some activities to promote HD and we have planned to carry on many more in the coming months.

- **who are we?**
- **activities.**



WHO ARE WE?

So far, we have tried to conglomerate as many companies as possible around a common idea, HDTV promotion. Several meetings took place with representatives of the following companies covering the complete audiovisual value chain from production companies to displays manufactures:

Pioneer, Sony, Panasonic, Thomsom Multimedia, Hispasat, ASTRA, Quantel, Avid, Concurrent Computer, Vitelsa, Scietific Atlanta, Sagem, Sanyo, Genlock, Meditel, Vidactiva, Asociación de Cine Digital, VideoIEC, Abacanto Digital, COM4 HD, Factoría Video, Ibercin, Mediapro, MSL Audivosual, NEC, Panorama Producciones, Vestel Iberia, Promovisa, AD Telecom, JVC, Retevision Abertis, Auna, Fudnación I2CAT, Urraca Producciones, Soluciones Digitales Interactivas, COEET, Tecnodigital, Sogeacble, Universidad Politecnica.



Organization

GENERAL MANAGER

JUAN ANTONIO VALERO

He is the contact person

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PRESIDENT

Miguel Pingarrón/ASTRA Mktng Iberica

VICEPRESIDENT

Pere Roset/Pioneer Spain

VICEPRESIDENT

Alberto Villar /Videactive

Boards of directors

Sogecable, Mediapro, Sagem, Sony, Ibercim, Asociación de Cine digital, Exportilm, Panasonic, Sanyo, Panasonic, Universidad Politecnica de Madrid, NEC.



ACTIVITIES (1)

HD DEMOS IN POINTS OF SALE (PLANNED):

- HD AREA WITH LIVE HD RECEPTION AND LEAFLETS EXPLAINING HD TO END USERS.
- PROMOTION OF THE HD READY LABEL



ACTIVITIES (2)

TRAINING TO TRADE (PARTIALLY DONE):

- **SALES PEOPLE IN POINTS OF SALES (PLANNED).**
- **INSTALLERS. Road show in seven cities. (DONE)**
- **TV PROFESIONALS. Event in Zaragoza.**
www.todosenalta.com (partially done) .



ACTIVITIES (3)

WEB SITE (PLANNED):

- **IT IS EXPECTED TO HAVE IT READY AFTER SUMMER.**
- www.forohd.org **and** www.forohd.com



ACTIVITIES (4)

EVENTS (PLANNED):

- **TWO SEMINARS IN MADRID AND BARCELONA IN OCTOBER TARGETING GROUPS OF PROFESSIONALS, SPECIALLY POINTS OF SALE AND PRESS.**



ACTIVITIES (5)

FAIRS (PLANNED):

SIMO- BROADCAST

In talks with the fairs organization. It has been proposed the following activities:

- **Several presentations by HD members in the technical sessions.**
- **HD Area**
- **Live HD demo in a big screen**
- **HD awards**
- **A dedicated SIMO HD channel**



ACTIVITIES (6.1)

Relationship with the Spanish Administration (Partially done):

The Spanish Administration has formed a “FORO TÉCNICO DE LA TV DIGITAL” with several working groups to promote digital television, very focus on DTT:

GT 1: DTT reception

GT 2: DTT coverage and analogue switch off

GT 3: Contents for DTT

GT 4: Communication plan for DTT

GT 5: Digital TV access for Handicapped persons

GT 6: Information Society Public

GT 7: MHP and others technical aspects and services



ACTIVITIES (6.2)

Relationship with the Spanish Administration (Partially done):

- **There is a subset in the GT7 for HDTV being the Polytechnic University in Madrid the coordinator.**
- **The Spanish Administration is concerned about the confusion that HDTV might cause in the DTT development. The Polytechnic University joined the HD FORO as a link with the Spanish Administration.**



ACTIVITIES (7)

Agreement with the Polytechnic University in Madrid (done):

- To develop technical and market research concerning HDTV.
- A proposal has been submitted to the Spanish Administration to get funds from a “Profit” program to carry on a marketing and technical research concerning the HDTV deployment in Spain





ACTIVITIES (8)

INFO TO PRESS (PLANNED):

- **PRESS RELEASES**
- **EDITORIALS**
- **INTERVIEWS**



THANK YOU

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