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Simão joined the secretariat of the ITU Standardization Sector in 2002, and is the Counsellor for ITU-T Study Group 16 (for standardization work on multimedia, including audio and video coding, accessibility/human factors, e-health, ITS, IPTV and digital signage). He has a long experience in standardization, having started with voice compression standards in 1989. Prior to joining ITU, Simão was a Scientist at COMSAT Labs in the USA and a researcher at CPqD, a telecom research center in Brazil. A Senior Member of the IEEE, Simão authored several academic papers and position papers, served in the review committee of several IEEE-sponsored conferences, and organized the first ITU Kaleidoscope Conference.