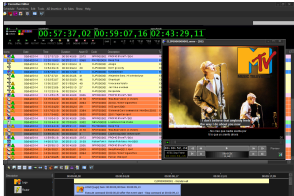


MTX Master Control gets upgraded with more features

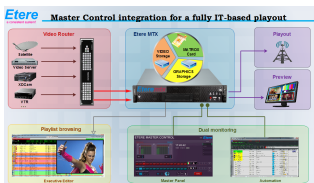
The upgrade brings a new graphic style and adds new exciting features to an IT-based playout!



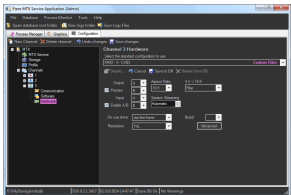
Preview from playlist screen



Etere MTX Flowchart



MTX MC Diagram



MTX MC - Channel configuration

ETERE, worldwide provider of software solutions for broadcast and media companies, is pleased to announce an upgraded version of **MTX Master Control** empowered with a restyled interface, more functionalities, higher scalability and wider hardware support to perform master control operations with just a touch of the screen.

KEY FEATURES

MTX Master Control is the IT-based and cost-effective solution to easily control multiple channels with the following features:

- Friendly touch-screen panel (GUI)
- Preset and preview bars for fast switching
- Default configuration (A/B) needs a SD/HD 2IN-2OUT card
- Up to 8 logo layers with multiple sizes per decoder
- Unlimited number of input channels plus one Crawl/CG
- Audio shuffling and control as well as dolby-e pass-through
- Switch with transition effects (e.g. cut, fade, etc.)
- Multiple PC's installations (e.g. for a 2nd EE monitor)
- Simple software upgrade for customers already using MTX

UNBEATABLE QUALITY

MTX enables you to have full Master Control functionalities with only one video card, whether in SD or HD without additional costs. Thanks to its reduced cost, broadcasters can have a fully redundant MC based on a main/clone fault-tolerant deployment.

MTX offers uncompromised playout ideally suited to the requirements of primetime TV channels, it system delivers superb picture quality due to a reduced number of broadcast devices and a native Digital signal processing.

LIFETIME SOLUTION

MTX can be used for more than 10 years with no changes, the free upgrade policy of Etere allows broadcasters to use the same system for years and thus save their investments.

The IT-based architecture of MTX allows to easily increase channels without traditional scaling constraints, its simplified system design will allow a much faster deployment of new facilities, additional channels and services.

MERP INTEGRATION

Last but not least, **MTX Master Control** is part of the **Etere MERP Cloud** suite, thus leveraging an automated and intelligent management of media and metadata across ingest, content management, playout, traffic, archiving, and monitoring.

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ETERE MASTER CONTROL