

## ETERE ETX Expands Product Support with Blackmagic

4k enabled Etere ETX expands interoperability with Blackmagic product support.



Etere logo



Blackmagic company logo

Leading broadcast and media solutions provider, Etere announced that Blackmagic products will be supported with its video management software, Etere ETX. Etere ETX delivers an exceptional user experience with a complete channel in a box with full IP (in and out) capabilities and an ever-expanding list of product support.

### Advance your Video Content with the M.E.R.P Integrated Etere ETX

Etere ETX is part of the revolutionary Media Enterprise Resource Planning (M.E.R.P.) framework that connects and manages the complete lifecycle of a Media/IT company. Etere ETX has a distributed architecture that enables it to take advantage of ultimate storage and video hardware to create a high-performance digital media solution that can be used to capture/playout servers, NLE systems, graphics/production servers, automation and master control units and more.

Etere products are designed to increase operational efficiency with an integration of all myriad processes providing consequent saving of time and expenses at no hidden cost. Talk to our marketing consultants at [marketing@etere.com](mailto:marketing@etere.com) to find out more!

### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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## About Blackmagic Design

Blackmagic Design creates the world's highest quality video editing products, digital film cameras, color correctors, video converters, video monitoring, routers, live production switchers, disk recorders, waveform monitors and real time film scanners for the feature film, post production and television broadcast industries. Blackmagic Design's DeckLink capture cards launched a revolution in quality and affordability in post production, while the company's Emmy™ award winning DaVinci color correction products have dominated the television and film industry since 1984. Blackmagic Design continues ground breaking innovations including 6G-SDI and 12G-SDI products and stereoscopic 3D and Ultra HD workflows. Founded by world leading post production editors and engineers, Blackmagic Design has offices in the USA, UK, Japan, Singapore and Australia. For more information, please go to [www.blackmagicdesign.com](http://www.blackmagicdesign.com).

