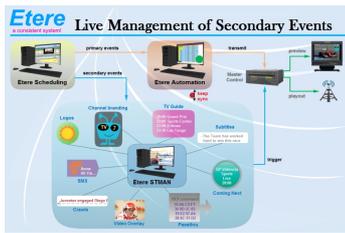
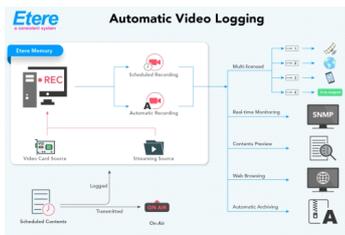


# MASTER CONTROL INTEGRATED PLAYOUT AUTOMATION

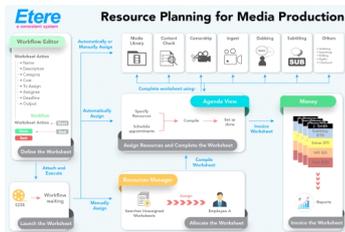
Etere empowers users with a full IT-based playout automation combined with master control capabilities. This cost-effective solution allows multi-channels on a unified interface for a streamlined user experience.



(Secondary Events)



(Diagram of memory)



(Resource Management)



(ETERE MASTER CONTROL)

Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored for your success. Talk to us at [info@etere.com](mailto:info@etere.com)

### Etere Automation

Etere Automation is a powerful, reliable and modular broadcasting system that is able to enhance broadcasters' potential in terms of functions and workflow design. Its unique approach combines real-time device control and media asset management in a single product, offering a powerful mix of solutions and capabilities. It is a system to fit all broadcaster needs.

### Etere ETX

Etere ETX is the most advanced, tightly integrated and cost-efficient video management system on the market, completely based on IT technology. It is a complete channel in a box with full IP (in and out) capabilities, enabling you to drive the most popular HD/SD digital video/audio/graphics platforms without using middle-ware or proprietary hardware.

### Etere Master Control

Etere, the pioneer of IT-based playout, is a worldwide provider of highly integrated software solutions for an easy management of the end-to-end workflow of a Media company. Etere Master Control enhances broadcasters' playout automation capabilities with a fully digital master control with a touch-screen graphics interface.

### Etere Subtitle Management

Etere Subtitles Management allows broadcasters to freely produce their own subtitles, search by subtitle's metadata and to streamline the process with real-time sharing of edits made on the video files without any additional hardware.

### Etere Disaster Recovery

Etere Disaster Recovery is a fully-integrated, robust solution that automatically protects data with reliable contingency and quick response time in the event of a facility failure.

### Etere STMAN

Etere STMan is the application that provides broadcasters with a multi-layer and real-time management of secondary objects associated to scheduled events.

### Etere Ingest

Etere Ingest is able to capture in real-time SD/HD media from virtually any video source, broadcast stream, FTP and IP stream. Etere Ingest is an all-in-one package that enables you to capture media from all common feeds into a cloud storage and apply to it any required workflow, thus giving a unique mark of quality, consistence and reliability to your assets and their contents.

### Etere ETX-G

ETX-G is a commercial graphics management software that boasts an efficient archive

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management system for all graphics databases combined with an intuitive user interface that enables SDI-supported, real-time previews, instant addition and deletion of graphics anytime before playout.

### **Etere Loudness Control**

Etere Loudness Control is the most versatile instrument for correcting common errors and avoiding fines due to transmission's volume excesses. It is also able to perform a preliminary calculation of the output volume through the loudness statistics of a specific television day.

### **Etere Executive Scheduling**

Etere Scheduling is the complete planning solution that significantly boosts the efficiency of your short and long-term playlists.

### **Etere SNMP Console**

Etere SMNP Console is the leading edge technology with a simple, intuitive and user-friendly interface that helps to optimize all the infrastructure performance and availability of a system. The SMNP Console provides smarter solution since it takes under-control not only Etere solutions but all processes/devices involved in the system.

### **Etere Media Management**

Etere Media Management is a highly effective digital content management solution, specifically designed to streamline the process of ingest, indexing, storage and retrieval of digital assets.

### **Etere Workflow**

Etere Workflow is an essential part of the broadcasting process not only because it allows to set broadcasting management rules but principally because it expresses how modules interact to perform the broadcasting process, making easy to the operator the understanding of how the system works.

### **Etere F90**

Etere F90 is a module that provides a more efficient connection between two different systems and guarantees the maximum accuracy in the information importing and exporting processes, through a fully automated and paperless data flow application.

### **Etere Proxy Browsing**

Etere Browsing is a must-have and powerful software to enhance the modular world of Etere System. It has been developed to increase the range, functionality and usage of all Etere software modules including Media Asset Management, Etere Executive Editor, Etere Scheduling, Etere Ingest and more.

### **Etere Tapeless Reception**

Etere Tapeless Reception manages all your digital contents from external sources such as production companies and advertising agencies. It allows you to implement a web service-based portal framework for remote content reception, where digital files and metadata can be received under a fully monitored system integrated with post-delivery workflows.



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### **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. **E-mail: [info@etere.com](mailto:info@etere.com)**