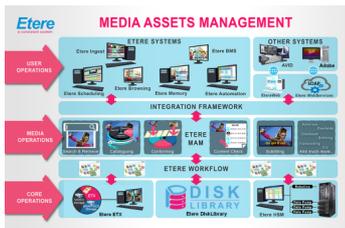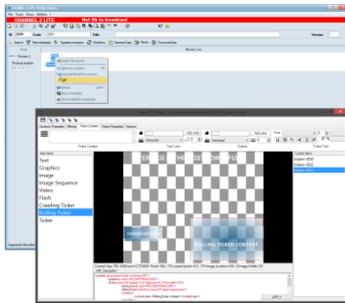# MAM FOR GRAPHICS

An integrated commercial graphics management solution with a connected workflow at its core empowers broadcasters to manage all stages of the workflow in real-time.
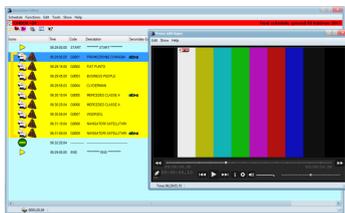

(Media Asset Management)

(ETX-G)

(ETX-G Preview)

(Screen of ETX-G Executive Editor Preview)

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

Etere Media Asset Management for graphics solutions empowers broadcasters to manage in real-time, the end-to-end process of preview, invoicing, approval and scheduling. With its seamless integrations, Etere solutions improves efficiency, streamlines operations, connects resources across the entire workflow and results in an overall reduction in manual operations.

MAM Library and Preview in Real-time
It comes equipped with a MAM library that organizes all the available graphics in one location and improves operational efficiency when searching for an image. Users can preview real-time graphics with visible alpha channel in asset form, without dedicated hardware and make some adjustments on the graphics directly. It also includes an efficient archive management system for all graphics databases using Etere HSM.

Users are able to view in real time, the graphics preview with every schedule in Executive Scheduling without exiting the screen, thus simplifying the graphics planning process.

Import of graphics can be performed from any format, Etere support TGA and SWF but also IT formats such as PNG, JPG and BMP. Static, moving and dynamic graphics can be managed together. Users are also able to create graphics assembled from different files, including crawl and roll.

Approval and Management
Approval and management workflow of graphics is highly simplified, every graphic item can use the same level of workflow of standard video items. This is very important especially when the graphics contain paid advertising, that can be scheduled and invoiced using ETERE Airsales for both automatically and manually triggered graphics, as easily as any other traditional video footage.

Etere ETX-G
ETX-G is a graphics playout software. It comes together with MAM for graphics. Key features include:
♦ Full 4K, IP support and SDI connectivity
♦ Supports multiple uploads and layers of graphics, squeeze, text crawlers, flash graphics, logos, 3D graphics, animation
♦ Pre-set, preview and program allow preliminary checks of graphics before playout, without dedicated hardware

MAM FOR GRAPHICS

(ETX-G)

♦ Allows instant addition or deletion of graphics anytime before playout
♦ Supports single Flash Swf projects
♦ Ability to link up graphic objects such as texts, videos and pictures to multiple data sources
♦ Multiple videocards compatibility with a single output
♦ Supports popular graphics editors such as Adobe
♦ Load balancing capabilities for a fault-tolerant and fault resilient performance
♦ Graphics engine that enables overlay of static/animated logos and crawlers

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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