

Etere CensorMX was Selected by Telekom Malaysia

Telekom Malaysia, the top Convergence Communications Services provider in Malaysia has selected Etere software to manage 14 of its channels.



(Etere logo)



(etere TM system)



(CensorMX Diagram)



(CensorMX Screenshot)

Telekom Malaysia (TM), Malaysia's top convergence communication service provider has selected **Etere CensorMX**, a high-performance and cost-effective IT-based censorship solution that is able to perform dynamic edits including live censorship and time delay. CensorMX is a fully digital solution that is not just a powerful editing suite with all the essential transition effects for video and audio, but it also incorporates a media library with a centralized database that allows Telekom Malaysia to store and manage an inventory of video clips that can be used to replace any footage quickly even just before broadcast, a feature that is essential for time-critical live censorship. CensorMX features a one-click access and a centralized console, making it easy to execute censorship edits including mute, block and replacement of sensitive footages. UDrive Media Sdn. Bhd is the distributor for the project.

With CensorMX, Telekom Malaysia's operators are empowered to perform deletions, insertions and replacements on the fly for both live and recorded videos. CensorMX supports a wide selection of file formats including TGA, JPEG and BMP. CensorMX is part of the **Etere Ecosystem** framework that enables a completely scalable and modular management of the end-to-end broadcast lifecycle. CensorMX's advanced features reflects Etere's innovation and commitment to remain at the forefront of technology.

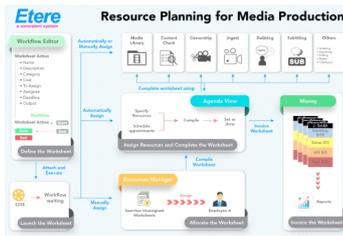
CensorMX provides a superior user experience with a dual-monitor design that enables high resolution preview alongside a second monitor that displays the full controls of CensorMX. Without switching screens, operators are able to simultaneously perform and preview an array of operations including set mark-in, set mark-out, play/pause, enabling a very fast and accurate live censorship operation.

CensorMX is also a cost-efficient client server application that allows a single client to control multiple servers. It features a customisable time delay buffer status as well as support for the remote controller, Shuttle Pro Contour which enables quick and convenient controls. Operators do not have to wait to preview content while recording and alerts are displayed alongside with countdown timers for a streamlined censorship experience. Precision editing is supported with multiple points for blur and mosaic insertion. CensorMX also marks the position of the last editing point in 15 seconds blocks to provide an easy reference. Additionally, the timeline with markers displays all edits with operation logs and reports.

Etere solutions have been trusted by companies around the world since 1987. For more information, leave us a message at info@etere.com

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(Media Enterprise Resource Planning diagram)



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 are 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, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

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About UDrive Media

UDrive Media Sdn. Bhd. was incorporated on 7 March 2011 and is currently located in Petaling Jaya. The core management team of UDrive Media have backgrounds in terrestrial and satellite TV and Radio networks. UDrive Media specialises in telco grade Internet Protocol TV (IPTV) and Over-The-Top (OTT) solutions.

<http://udrive-media.com>

