MIXTV Upgrades to Etere ETX

Brazilian music television channel and long time user of Etere software solutions, MIXTV has selected Etere ETX as its preferred channel-in-a-box solution for 2 channels.

(Etere logo)

(MIX TV)

(ETX Logo)

(4k Logo)

Brazilian music television network, **MIXTV** has recently selected **Etere ETX** for 2 channels. MIXTV has been a longtime user of Etere. MIXTV workflows are driven by the industry trusted **Etere Media Enterprise Resource Planning (MERP)** to manage its fully tapeless workflow including playout automation and ingest. This latest upgrade equips its users with a completely IT-based Channel-in-a-Box software solution with full IP in and out capabilities. Etere enhances the agility of MIXTV with ETX's integrated video management capabilities and interoperability with the latest technologies available in the industry today.

Etere ETX is 4K ready and features full IP in and out for multiple frame rates. It is also able to manage HD and SD digital video, audio and graphic platforms without any middle-ware, making it a highly cost-efficient software system with support for all major essences and wrappers used in the industry.

More than just an ingest and playout engine, ETX users can insert 2D and 3D graphics, webGL graphics overlays, crawlers, logos and animated graphics on up to 8 layers directly from the software interface. The creation of closed captions including live subtitling with time delay, CEA 608 and CEA 708 are also part of ETX's integrated features. Other features include a IT-based master control with multi-channel ingest and playout. Etere ETX also integrates a countdown timer that displays the time remaining until the next program begins, preventing commercial breaks overruns.

With its comprehensive feature set, Etere ETX provides MIX TV users with all the features they need to adopt the most-efficient workflows and to be ready for all playout requirements, all without the need for expensive hardware and and high-maintenance systems.

Key Features of Etere ETX
♦ WebGL graphics overlay
♦ HTML5 enhanced graphics
♦ Plays files from 10 secs
♦ Supports Microsoft ReFS File System
♦ Serves as a RTMP sender or RTMP receiver
♦ 4K, HD and SD with Up and Down conversion
♦ Capture web pages as live multimedia sources
♦ Supports multiple layers of 2D and 3D graphics
♦ Fully compliant DVB (Digital Video Broadcasting) stream
♦ Overlay of static/animated logos and crawlers on 8 layers
♦ Create live subtitling seamlessly with ETX inserter and time delay
♦ Integrated IT-based master control with multichannel ingest/playout
♦ Easy insertion of closed captions including CEA 608 and CEA 708 with ETX inserter
♦ Perform IP in and IP out, with multiple frame rates and independent IP out services
♦ Integrated Countdown Timer that displays the time remaining until the next program
♦ SDI output with support for selected cards (SDI or IP) from the following: Blackmagic, Matrox, Deltacast, AJA, Stream Alpha SDI

For more information, please write to **info@etere.com**

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 MIXTV

MIXTV is a Brazilian music television network which started transmission in the latter half of 1990 at Sao Paolo, Brazil, where its headquarters currently stands. The channel is owned by Grupo Mix de Comunicação, which also owns the Mix FM radio station. MIXTV has established 20 retransmitting stations across the country covering 38 million inhabitants; the station operates three channels, MIX, RBI and SKY, which programming is mainly divided into themed blocks dedicated to both musical and telesales content. In 2009, the station expanded its programming, including new shows like Hip Hop Mix, Hot Clipes, Insight and Banda X Banda.

www.mixtv.com.br