

Etere Confirms Its Presence at IBC 2009

The 17th Edition of the International Broadcasting Convention (IBC) Will Count with the Participation of ETERE that Seize the Opportunity to Present Etere MTX.



IBC

IBC is the leading international forum for the electronic media industry that takes place in Netherlands at the Amsterdam RAI Congress and Exhibition Center, from September 11th to 15th, attracting over 1,000 exhibitors and 50,000 professional visitors from 130 countries.

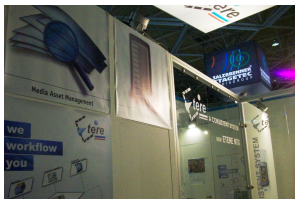
Etere, a worldwide leading broadcasting solution, has announced that will be present as in previous years at this new edition of the International Broadcasting Convention, at the Booth no. 8.B89, where Etere will be exhibiting industry's most comprehensive range of products, with a focus on Etere MTX, the Etere's new product that will be unveiled to the public in IBC, showcasing the features that allows it to directly drive HD/SD Matrox cards within an Etere system without any middleware or additional application.



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Nowadays, Matrox offers a wide range of broadcast devices for both video playout and graphics, being them well diffused in the broadcasting industry, where lots of broadcasters are mostly using them either without really suitable software or with software that costs more than its functional worth. Etere as usual, has paid attention to these current broadcasters needs, and has decided to develop a software solution that can be at the same time efficient, reliable and coherent in terms of price, among the most relevant features that Etere MTX offers and make of it a competitive solution, the following ones can be mentioned:

- Etere MTX fully supports the configuration of Matrox cards,
- All compression schemas and wrappers are supported, including for example MPG2, DV, DVCpro, AVI, MXF and QT.
- Etere MTX includes a graphics engine which allows overlaying fixed Logos and Crawls.
- Etere MTX, unlike other solutions, is offered as a low-price software that includes free upgrades and updates as all Etere products.
- The rendering engine of Matrox cards can be controlled in real-time by Etere MTX, being even capable to produce statics or dynamic graphic overlays.
- Etere MTX is able to work on a dedicated computer so it will exploit the whole potential of Matrox Graphics cards, forming at the same time an important part of a distributed Etere system.



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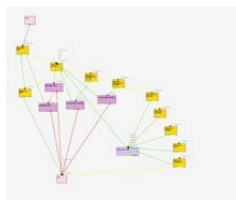


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In the basis of what explained before, Etere MTX software allows broadcaster to have a more tight integration with playout devices at a lower cost, offering them a cutting-edge product with an outstanding performance, a complete support and most important, an unbeatable relation between quality and price.

9/9/2009

Event



Workflow