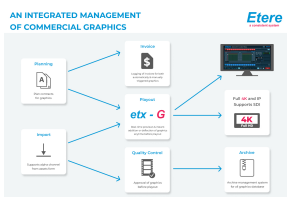


EA3213 ETERE ETX-G

ETX-G streamlines the live commercial graphics workflow, seamlessly integrating everything from proposal and planning to graphics management, invoicing, playout, and final delivery. It offers robust support for SDI, real-time previews, and automatic invoice logging, ensuring smooth operations. With its dynamic functionality, users can instantly add or remove graphics up to 30 seconds before playout, enhancing flexibility and precision in live broadcasts.



ETX-G workflow



ETX-G

ETX-G offers real-time preview control to maximize the accuracy and efficiency of every playout. It streamlines the entire live commercial graphics workflow—from proposal and planning to graphics management, invoicing, playout, and final delivery.

Etere ETX-G is an extension of Etere ETX and can be used as a standalone graphics software in any playout.

- Pre-set and real-time preview features enable preliminary checks on the graphics
- Allows instant addition or deletion of graphics up to 30 seconds before playout
- Automatic and accurate invoice logs for both automatically and manually triggered graphics
- Trigger the insertion and playout of graphics manually for live playout
- As soon as the graphic has appeared on-air, it will be automatically removed from the playlist
- View the list of graphics that were already broadcast and refresh the data at the touch of a button
- NDI or SDI fill and key

Key Features

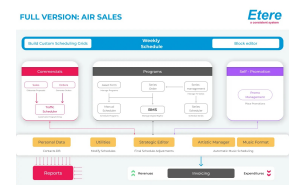
- ☐ Full 4K, NDI, IP support, and SDI connectivity
- ☐ Cloud-ready
- ☐ Supports multiple uploads and layers of graphics, squeezes, text crawlers, logos
- ☐ Pre-set, preview, and program allow preliminary checks of graphics before playout
- ☐ Create alternative playlists of programs and switch between different playlists
- ☐ Ability to link up graphic objects such as texts, videos, and pictures to multiple data sources
- ☐ Multiple video card 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 the overlay of static/animated logos and crawlers
- ☐ Graphics files include TGA, AVI, MOV, SWF, PNG, JPEG, GIF
- ☐ The advertising list and the scheduled playlist will be displayed when stations and programs are selected
- ☐ Preview the advertising list before uploading
- ☐ Manual insertion and playout of graphics
- ☐ Refresh the data instantly for a real-time display



Invoice Integration

ETX-G seamlessly integrates with Etere Airsales, enabling automated and manual logging of commercial graphics invoices. Once approved, real-time data is transmitted directly to Etere ETX, empowering users to edit multiple layers of graphics, apply squeeze effects, and create dynamic 3D animations.

Etere's collaborative workflow solution keeps resources interconnected, streamlines costs, enhances interdisciplinary collaboration, and minimizes manual operations. With complete visibility across your entire workflow from a single interface, Etere delivers a smoother experience and maximized operational efficiency.



Etere Ecosystem Integration, Graphics MAM and Archive Management System

ETX-G delivers real-time preview control, ensuring maximum precision and efficiency for every playout. It seamlessly streamlines the entire live commercial graphics workflow—from initial proposal and planning to graphics management, invoicing, on-air playout, and final delivery—empowering teams to operate faster and more accurately than ever before.

- ☐ Simplifies graphics planning and placement
- ☐ Real-time graphics preview with every schedule in Etere Executive Scheduling
- ☐ Preview real-time graphics with visible alpha channel in asset form without dedicated hardware; users are also able to make some adjustments to the graphics
- ☐ Streamlined graphics planning: STMan automatically reads the automation file to determine the ETX-G mode. If the ETX-G mode is active, STMan automatically triggers object management that determines the selection algorithm
- ☐ Management of AVI/MOV for alpha channel
- ☐ Real-time sharing of data with the ability to select, delete and view multiple graphics on the user-friendly interface without hardware

