

Telekom Malaysia Upgrades 14 Channels to Etere CensorMX

Udrive Media choose Etere to upgrade Telekom Malaysia, the top Convergence Communications Services provider in Malaysia upgrades 14 channels to Etere CensorMX.



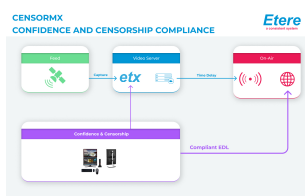
Etere logo



Telekom Malaysia



Telekom Malaysia



CensorMX Diagram

Etere, one of the most established broadcast and media solutions provider with more than 20 years of experience globally, has announced that Telekom Malaysia, Malaysia's top convergence communication service provider choose to upgrade 14 channels to **Etere CensorMX**, a high-performance and cost-effective IT-based censorship solution that is capable of dynamic edits including live censorship and time delay. CensorMX is a fully digital solution that is not only 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 to perform censorship edits including mute, block and replacement of sensitive footages.

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

The large-scale upgrade of 14 channels meant that Telekom Malaysia needed a solution with highly reliable, scalable and efficient workflows that integrate seamlessly with the TV station's various systems and departments, CensorMX achieves all of that and more.

CensorMX provides a superior user experience with a dual-monitor design that enables HiRes preview alongside a second monitor that displays the full controls of CensorMX. Without switching screens, operators are able to simultaneously perform and preview a host of functionalities 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 time delay buffer status customization 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 block to provide an easy reference. Additionally, the timeline with markers displays all edits with logs and reports of censorship operations.

Etere's transformative innovation provides better value for its customers and it is completely scalable for any workflow.



CensorMX

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and 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.



About U Drive Media

U Drive Media is a leading OTT and IPTV solution provider. Its services range from consultation, conceptualization, project management, project implementation, system integration and customization.

www.udrive-media.com

