

Etere ETX Features Embedded Countdown Timer

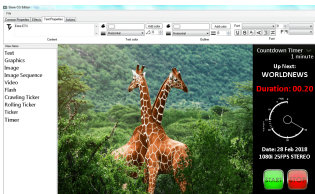
Etere ETX continues to amp up its game, with a new feature that displays the countdown timer to the next program. Etere ETX is a cost-efficient channel-in-a-box with all the professional graphics features that you need.



Etere logo



ETX Logo



Countdown Timer

Etere ETX is the next generation channel-in-a-box software that allows broadcasters to take graphics to a professional level of quality and functionality for a highly competitive price. To keep facilities at the cutting edge, Etere ETX is now equipped with a countdown timer that shows the time remaining until the next program starts. The countdown time can be configured for 30 seconds or 1 minute duration.

An integrated countdown timer provides many benefits within a broadcast station, including

■ **Prevention of Commercial Break Overruns**

The countdown timer gives the operator an indication of the time remaining before the next program. It is important that advertisements and commercial breaks are scheduled accurately without causing a program to run over its scheduled time

■ **Prevention of the Occurrence of Dead Air**

The countdown timer prevents the occurrence of dead air which is defined as a period when there is no audio and/or video signals. It is especially vital in live programming

■ **Prevention of Unattended Live Broadcast**

The countdown timer helps to prevent the occurrence of an absent operator when a live broadcast is starting

Etere ETX is equipped with full IP in and out capabilities and it is able to support 4K/HD/SD digital video, audio and graphics platforms without the use of middle-ware and proprietary hardware. As part of the eco-system of **Etere Media Enterprise Resource Planning (MERP)**, Etere ETX is also fully scalable and integrative.

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, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

