

## Rai Way Starts to Use ETX Technology for Payout

Subsidiary of the State Broadcaster of Italy, Rai Way, boosts production and distribution efficiencies with Etere ETX payout technology that integrates graphics, captions, multiviewer, workflow automation, virtualizations and cloud-compatibility features in a single software.



Etere logo



Rai Way



Etere ETX



ETX and Multiviewer

As a subsidiary of the State Broadcaster of Italy, Rai Way needed a future-proof and innovative solution to support their mission-critical payout operations. They have implemented **Etere ETX** for a resilient and software-centric payout automation. ETX is one of the leading payout automation solutions in use by broadcasters from all around the world. Etere ETX empowers broadcasters with all the payout features needed for a seamless flow between content management and content delivery. The intuitive Channel-in-a-Box software is equipped with SDI, IP & NDI adaptability for a flexible workflow configuration. Featuring an all-inclusive lineup of features including cloud payout, ingest, multi-channel payout automation, master control, interactive graphics overlays, subtitling and closed captions, multi-resolution support, full redundancy, virtualization and multiviewer support, ETX provides a fully automated, customizable and intelligent synchronizations of workflow for Rai Way. As an all-in-one solution, ETX enables greater efficiencies with easy deployments, operations and upgrades.

### Etere Master Control for an Integrated Multichannel Payout

Etere Master Control allows the management of up to 6 TV Channels from a single touch-screen panel. Etere Master Control ensures the best returns for your investments. Etere integrates all the traditional master control features you need into a modern interface with touch-screen compatibility. With Etere, you can have a multi-functional payout system with only a standard PC setup.

### Integrated Graphics Insertion

Etere equips Rai Way operators with the software tools to manage the insertion of channel graphics including fixed logos, animated logos, L-shape squeezes, crawls and transition effects to enhance content and introduce content monetization opportunities. Graphics can be imported in any format and distributed to the payout using Etere Media Manager. In addition, a low-res copy is automatically generated for preview. Etere also supports live signals for dynamic graphics requirements. Etere automated workflows eliminate manual tasks and make the job of an operator much easier. Additionally, Etere combines the best of both worlds to provide you with a full-featured software tool to generate rich graphics automatically but without the cost of a CG server.

### Supports Etere ETX-M Multiviewer for Multi-channel Monitoring

Etere ETX-M Multiviewer displays ultra HD resolution and allows you to manage up to 9 displays monitors and unlimited input sources concurrently on the same screen. Furthermore, the next event display allows you to preview what's playing next, enabling edits and eliminating the need to constantly check the playlist.

### Full Redundancy for a Fault-Resilient Performance

Etere's database-independent capabilities enable different levels of fault tolerance including backup mode, master-clone mode and disaster recovery mode. The distributed architecture is designed to provide full redundancy for the system. This helps in optimizing performance and minimizing interruptions to the operations.

### Cloud-deployable, Supports Virtual Machines

Etere ETX is able to run in a virtualized environment for unlimited streams. Virtualization frees broadcasters from the necessity to invest, operate and maintain their own hardware. Etere also supports a cloud IT infrastructure to give you maximum flexibility to choose the set up that you need.



Etere ETX

Channel in a box Etere  
ETX

Ad Insertion Squeeze

## Full Redundancy for a Fault-Resilient Performance

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## 24/7 Global Support

Etere's 24/7 worldwide support services and continuous innovation in software development ensures a system that runs the long mile. With VPN connections, Telegram support and an advanced incident management tracking system that enables real-time updates on statuses, the Etere team is ever ready to support your business no matter where you are. Furthermore, with the unlimited and inclusive software updates and upgrades, you can be assured that your system is running at the forefront of technology at all times.

## Etere ETX Key Features

- Multiple graphics and WebGL graphics overlays
- Capture web pages as live multimedia sources
- 4K, HD, and SD with up and down conversions
- RTMP input and integrated time delay
- Serves as a RTMP sender or RTSP receiver
- Full IP support for both HD and SD videos, supports NewTek NDI
- Supports multiple layers of graphics
- Fully compliant DVB (Digital Video Broadcasting) stream
- Supports Microsoft ReFS File System, cloud-ready
- Included graphics engine allows overlay of static/animated logos and crawlers on 8 layers
- Able to perform IP in and IP out, with multiple frame rates and independent IP out services
- Integrated IT-based master control with multichannel ingest/payout
- Seamless insertion of closed captions including CEA 608 and CEA 708 with ETX inserter
- Create live subtitling seamlessly with ETX inserter and time delay
- SDI output with support for selected cards (SDI or IP) including Blackmagic, Matrox
- File formats includes LXF, MOV, MXF, GXF, ASF, MPG-TS, MPG-PS, AVI, DV and MKV
- Video codecs includes DVCPRO, MPG1, MPG2, MPG4, H.264, HEVC/ H.265, DNxHD, ProRes
- Audio codecs includes AAC, MP2, MP3, Flac
- Graphics files includes TGA, AVI, MOV, SWF, PNG, JPEG, GIF
- Picture-in-Picture (PIP) capabilities: Insert multiple overlays of live graphics and videos over a streaming video
- Supports 64-bits and microservices

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)

## About RAI Way

Rai Way is a leader in the field of radio and television broadcasting infrastructures, with a wide range of multi-platform broadcasting and distribution services for National and local TV and radio operators. for more information, please visit [www.raiway.it](http://www.raiway.it)

