

## Etere Releases X264 Encoder

Etere launches x264 in preparation for the release of Etere33 in January 2023. x264 is an established open-source software encoder for H.264/AVC, for next-generation encoding capabilities.



Etere logo



x264 Logo



Channel in a box Etere  
ETX

Etere 33 will feature x264 encoding capabilities, providing users greater flexibility and higher-quality encoding for broadcast streaming and recording.

### What is x264

x264 is an open-source library developed by VideoLAN to allow video streams to be encoded into the MPEG-4 AVC/H.264 format.

### Key capabilities of x264 include

- Adaptive quantization in two modes using VAQ. The second mode adapts the strength per frame for an improved quality
- Psychovisual rate-distortion optimization
- Macroblock-tree rate control, which controls the quality by tracking how often parts of the frame are used for predicting future frames

## About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)

