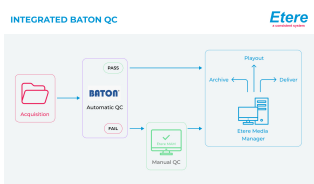


## EA6767 ETERE T-WORKFLOW ORCHESTRATION CONNECTS WITH BATON

Etere T-workflow is able to integrate with INTERRA Baton, enabling users to manage the functions from a single interface.



Etere logo



Etere Integrated Baton QC



Logo of Baton

Etere continues to enhance its capabilities and efficiency by the extension and integration of its existing workflow with other systems. Now it provides to all of the users the possibility to include in T-workflow the Baton quality check test for the media files stored into Etere metadevices.

This task can be executed by the integration with the automated file based QC software that is a product by Interra system.

In a file-based workflow system, the digital media needs to be verified as quality control, in order to be successfully transferred, archived or playout. Etere Data Mover integrates with Baton to simplify and streamline this process, thanks to Etere versatile T-Workflow and of its easy-to-use GUI that are able to overlap Baton for a more significant user experience.

The Data Mover module is the application specific for the management of the transfer of video files from one level to another, entirely based on workflow Orchestration rules that enables the system to know what material is needed, where and when is required.

The enormous flexibility and efficiency of the processes are guaranteed by the elimination of the unnecessary Bandwidth usage and of drop folders, because the Baton integration tests the quality of the content without moving the file.

Etere gathers automatically all the QC results into a PDF/XML report linked to the verified media into the system database. There is also a manual option that intervenes if the media file is not classified as positive and it will be part of Etere Agenda. In this last case worksheet's of Etere Agenda tasks can be included in quality control workflows to manually perform further supervision, especially in case of negative outcome.

Etere is the leading company in the project and development of the integrated end-to-end workflow Orchestration solution for media stations. Etere has adapted as first in the world the revolutionary concept of MERP (Media Enterprise Resources Planning), that integrates internal and external management information across the entire organization of the TV stations such as Media Asset Management, Automation, Archiving, Scheduling, Air sales, BMS/Long term Planning, News Automation, Resources Planning. Many TV stations in the worldwide has chosen Etere system to improve their broadcasting productivity.