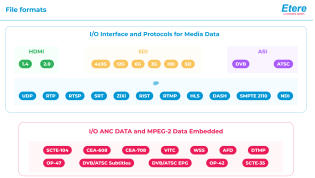
24/10/2025 Technology

Future-Proof Your Broadcast: Switch from the Discontinued Grass Valley ITX to Etere ETX

With the official discontinuation of Grass Valley's ITX Playout solution, broadcasters are seeking a robust, future-ready alternative. Etere ETX raises above the challenge. As a fully digital, software-defined playout automation system, Etere ETX empowers broadcasters with unmatched flexibility, scalability, and reliability. Whether you're streamlining operations, embracing IP-based workflows, or preparing for UHD and cloud integration, Etere ETX is engineered to evolve with your business needs.

Etere logo

ETX Logo



ETX File Formats

ETX and Multiviewer

Don't Just Replace, Upgrade with Etere ETX
ETX delivers a fully customisable, highly scalable, and industry-proven playout solution engineered to meet the unique demands of your business. Whether you're operating in a traditional broadcast setup or transitioning to cloud-based workflows, Etere ETX equips you with a comprehensive suite of advanced features, including cloud playout, ingest, automation, master control, and dynamic interactive graphics. Designed for precision and reliability, it ensures seamless performance even in the most complex and demanding environments. Etere ETX isn't just a successor to ITX, it's an upgrade.

■Multi-Resolution Playout – 4K, HD, SD
Deliver broadcast-quality content with confidence. Etere ETX supports multi-resolution playout, including 4K, HD, and SD for a seamless compatibility across all professional formats.

■Ultra-Responsive Master Panel
Control up to 6 TV channels from a lightning-fast, touch-screen master panel designed for speed and accuracy.

■Intuitive Interface for Effortless Deployment
Simplify setup, training, and daily operations with a user-friendly interface that empowers your team to do more with less.

■Unified Workflows & Seamless Integration
Enable smooth cross-departmental processing with unified workflows and open architecture.

■Cost-Efficient & Low Maintenance
Maximize performance while minimizing maintenance overhead, designed for long-term savings.

■Advanced Captioning & Subtitling
Insert CEA608/CEA708 captions and subtitles directly into DVB or ARIB streams. Create live subtitling from the same platform for real-time accessibility.

■Full IP/NDI/SDI I/O Support
Supports SDI, NDI, and IP streams with compatibility for Newtek NDI, SMPTE 2022, and SMPTE 2110. Built to evolve with future standards.

■Distributed Architecture with Full Redundancy
Enjoy uninterrupted operations with database-independent architecture and multi-level fault tolerance: backup, master-clone, and disaster recovery.

■Virtualization and Cloud

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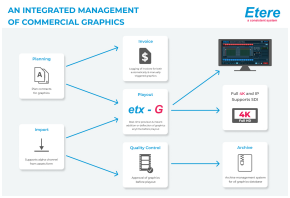
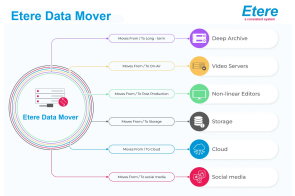


ETX-G workflow

ETX-G Media Library

Channel in a box Etere ETX

etere master control



Etere Media Manager

ETX supports virtual machines and cloud systems, providing maximum flexibility to users. With Etere, you can have a virtual environment for an unlimited number of streams but without the associated costs.

■**Multiple Graphics and WebGL Overlays**
Insert rich channel graphics including logos, crawls, L-shapes, and transitions. Supports formats like TGA, AVI, MOV, SWF, PNG, JPEG, and GIF. Preview with auto-generated low-res copies and live signal insertion.

Furthermore, in this process, a low-res copy is automatically generated for preview. Additionally, a live signal can be used for graphics insertion for any dynamic channel graphics requirements. The automated workflows removes manual tasks and simplifies the operator job. Etere gives you the best of both worlds with a full-feature software that is capable of generating rich graphics automatically without the cost of a CG server.

■Etere ETX supports **ETX-M Multiviewer** that lets you monitor unlimited SD, HD, and Ultra HD video sources and up to 9 sources on a single display simultaneously. It also displays the next event in real-time and allow the operator to manage quick edits effectively. It features an automated loudness control that monitors and corrects transmission volume errors and prevents audio jumps over the threshold. Furthermore, it features multiple clock displays to view the different timezones on a centralised dashboard. Multi-channel monitoring is now easier than ever before.

■**One of the Fastest Transfers on the Market**
Etere Media Manager ensures one of the fastest content and graphics distribution speeds on the market, boosting efficiency and reducing workflow complexity.

■**Centralised System Monitoring with Etere SNMP Configurable Alerts**
Monitor system health with a unified interface and customizable alerts. Integrates with third-party devices like routers and firewalls via SNMP.

■**24/7 Global Support & Unlimited Updates**
Get real-time VPN assistance, instant messaging, and online meetings. Enjoy unlimited software updates to keep your system at peak performance.

Other Features
■ RTMP input and integrated time delay
■ Serves as an RTMP sender or RTSP receiver
■ SDI output with support for selected cards (SDI or IP), including Blackmagic, Matrox
■ Supports DVB (Digital Video Broadcasting) stream
■ Supports Microsoft ReFS File System
■ Supports media streaming servers including Youtube
■ Supports IP in and IP out, with multiple frame rates and independent IP out services
■ Picture-in-Picture (PIP) capabilities: Insert multiple overlays of live graphics and videos over a streaming video
■ File formats include LXF, MOV, MXF, GXF, ASF, MPG-TS, MPG-PS, AVI, FVL, DV, MKV, WebM
■ Video codecs include DV,DVCPRO, MPG1, MPG2, MPG4, H.264, HEVC/ H.265, DNxHD, ProRes, VC-1, VM8, WM9, MJPEG, WM9, MJPEG, XAVC
■ Audio codecs include AAC, MP2, MP3, Flac, WMA, Vorbis
■ Minimum video duration 75 frames, can vary with format
■ Graphics files include TGA, AVI, MOV, SWF, PNG, JPEG, GIF
■ 64-bit design with microservices
■ Support for multicast UDP
■ Supports DSK with fill and key in both SDI and NDI
■ Supports NewTek NDI
■ RTMP input and integrated time delay
■ Insert, detect and passthrough of SCTE 105 and SCTE 35 signals

Etere ETX isn't just a replacement, it's an upgrade.

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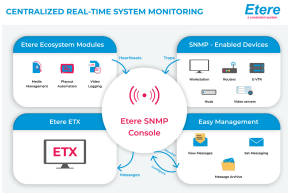
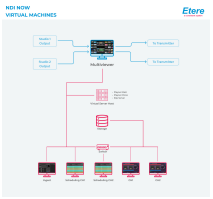
Etere
a consistent system



SNMP Monitoring Console



Virtual Machines IP Playout

Ready to elevate your broadcast operations? Contact us today for a personalized consultation and discover a media management strategy tailored to your business.

About Etere

Etere
a consistent system

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

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