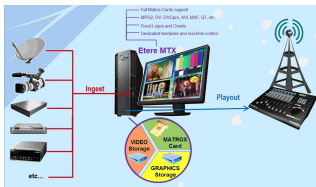


## U-life goes to MTX- HD

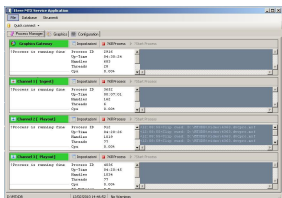
Etere and U-Life: a success MTX HD story. U-Life, a shopping channel of Taipei, Taiwan has chosen Etere to manage its playout.



Company Logo U-Life



U-life



U-life

U-life is a shopping channel of Taipei, Taiwan, that choosed MTX to manage video sources for studio and definitely improve the playout of it's five different cable television channels.

The MTX is without shadow of doubt the most advanced and cost-effective video management system on the market. Based on the well known HD Matrox digital video/audio/graphics platform, MTX is used as a quick content player with fast access to all video contents, able to play multiple formats with no conversion.

Basically the professional video experience of Matrox plus the reliability and efficiency of Etere, together reaching a new level in the cutting-edge media technology.

Here in brief some relevant features that make MTX a competitive solution:

- All compression schemas and wrappers are supported, including for example MPG2, DV,DVCpro, AVI, MXF and QT,
- Etere MTX includes a graphics engine which allows overlaying fixed Logos and Crawls,
- Etere MTX fully supports the configuration of Matrox cards,
- Etere MTX, unlike other solutions, is offered as low-price software that includes free upgrades and updates as all Etere products,
- The rendering engine of Matrox cards can be controlled in real-time by Etere MTX, being even capable to produce statics or dynamic graphic overlays,
- Etere MTX is able to work on a dedicated computer so it will exploit the whole potential of Matrox video cards, forming at the same time an important part of a distributed Etere system.

U-life now uses this perfect in control dedicated media management and playout fault tolerance, with the video files that come from the U-life ingest server or from post pro.

Etere system for U-LIFE also interfaces Quantum tape library.

Among other things all the system runs in HD 1080i mainly with Xdcam HDMXF format thanks to MTX driver integreted in the Etere Cartwall, a such powerful tool used in the production environment for a simple playlist and manual playout, which are the success key of this throughout world-appreciated broadcaster.