Etere
a consistent system

Successful exhibition of Etere in Moscow at NATEXPO 2010

Etere concluded a meaningful participation in Moscow at NATEXPO.

SVGA

Etere solutions are celebrating 20 years.
Etere showed the latest workflow-based comprehensive modular software solutions for broadcasters and media companies at NATEXPO on booth A52 hosted by SVGA.

Etere allows to build a fully integrated, flexible and cost efficient distributed architecture to manage and share media and metadata across all the offices involved in the broadcast - post production - archive - delivery chain, using a single framework with enhanced reliability. Etere demonstrated its latest applications for broadcasters, production and post-production companies, content providers and more.

Etere promo placement tool, Etere MTX tool and the advanced Tapeless reception are just few of the new integrated products and functions we showed during the event, besides to:

Etere NAT Expo

ETERE MTX

Today lots of broadcasters are incrementally including Matrox video playout and video technologies on their own systems, but they are using them either without really suitable software or with software that costs more than its functional worth. Etere as usual, has paid attention to these critical needs, and has developed a software solution that is at the same time efficient, reliable and coherent in terms of price, counting among its most relevant features that make of it a competitive solution, with the following ones:
- 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, beingeven 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.

Etere Workflow and tapeless reception

Etere Workflow goes beyond the file-based approach by providing broadcasters with a truly tapeless and paperless solution.
Etere was a pioneer in the file-based workflow and now offer a comprehensive solution to manage a complete and safe workflow of files that includes digital signature of all the important steps.
Etere Workflow uses Etere Tapeless Reception to easily and safely exchange file-based content with several departments internal or external to the company (content providers, post-production....) with enhanced security.
File based workflows include all the important functions and features on a file based system, such as Audio loudness control and video format standard change.
Etere solution is based on the concept that "the biggest value of a broadcaster is its workflow".

Etere TV Automation

TV Automation
Etere Automation is a flexible, scalable and reliable playout TV automation system for broadcasters of any size.
It's based on Etere's distributed architecture approach that allows to spread the control of single and multi-channels playout systems across your standard IT network avoiding the needs of a centralized device controller that represents a point of failure.
Etere Automation is extremely reliable and offers to customers up to 4 faults tolerant redundancy options.
Etere Automation comes with a comprehensive ingest tool and a powerful integrated multilevel frame accurate scheduling system able to manage sophisticated schedules with secondary events (logos, crawls, subtitles, etc.) and full HiRes/Proxy preview.

Etere Media Asset Management

Etere MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, metadata input, storage, retrieval and degital assets delivery. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.
Etere is the only MAM solution with integrated Media management, Etere workflow is the most versatile tool to move video anywhere and accoridng to your workflow.

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