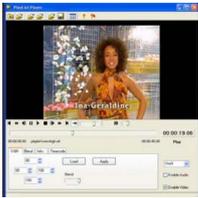


## Etere for Windows Media 9

### Etere & Windows Media Player: a new videosever for a broadcasters



Playlist Player



Automation 14

The world changes in a quick way, especially the broadcast world, now that the computer technology takes over the area of video broadcasting. ETERE always uses the best computer technology and in this particular transitory situation Etere is on the edge!

ETERE controls Windows Media® 9 technology and it proposes you a complete broadcasting solution. This innovative technology can do video encoding and its play out, without added hardware except a standard PC. You need only this simple solution to run your TV station on-air 24 hours a day, without interruptions. This technology can scale to fit in any size of TV station!

Windows uses a technology, it's the Microsoft version of Mpeg4, which allows you to compress 30% to 50% more than Mpeg2 maintaining the same quality.

Today the play out is based on Mpeg2 with 8/12 MB bit-rate; it means that with Windows Media we have 4-8 MB to obtain the same quality. At this bit rate it's the game of standard PC.

A modern PC, not a PC at the top of the technology, is able to record and play Windows Media files with bit-rate of 4MB or more, with no loss frames. From here at the videosever in the PC (also if not inside the home PC) the step is very short!

ETERE followed the development of these technologies in the past and now the driver for Microsoft video technology is available. So ETERE Automation has a directx driver for Microsoft, as it has the drivers for the most popular videosevers of the broadcast market.

You can't control Microsoft videosever via serial protocols, because the technologies moved forward, but with its language: its name is "directx". Directx technology integrates all the following functions: play, dissolve (cross fade audio/video between 2 files inside a PC), wipes, fix overlay (logo generator), animate overlay (titling, crawl)

It's strange, but all these functions are inside your PC!!

Your broadcast system can be single or multichannel. We can only have a machine for one 'spot player' or a network with a lot of ingestion/play out workstations.

ETERE manages both simple system with only 1 PC and systems with multiple PC, all are glued with Media Manager 14.03 (ETERE software that controls and organizes the whole video material in your station).

You need only some PC for the encoding/playout and, if you want a big storage, a server (keep in mind that a common hard drive of 250GB, stores about 130 hours @ 4Mb). In the ETERE website you can see a HCL (hardware compatible list), where you can find the cards (there are the descriptions of the features) for the recording in SDI or the playout in Pal, etc.

ETERE laboratory can supply you the certification for the system compatible. If you adopt this solution you can have a drastic cut of the cost, not only starting cost but also management cost (no hardware fix, there is only your PC), cut of the time and a raising quality of your work.

There isn't a limit at the management of the devices; Etere is able to do it in a great way.

Windows Media® allows both the recording and the files reproduction in Mpeg4 format; during the playout you can add logos or crawls.

The application is integrated with all Etere fault tolerance solutions as Clone & Backup, Backup One to many & Disaster Recovery.

The quality of the video images is always extraordinary also at low bit-rates.