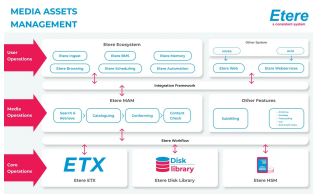


Channel-9 Pre-sales Document

Please view attachment for the full Channel-9 pre-sales document.



Media Asset Management diagram

INTRODUCTION

Etere provides broadcasters, media companies, content providers and house productions with an integrated archive and distribution system which combines powerful servers with an easy to use user interface. Etere is able to closely interact with other systems present within the global solution; it allows searching, browsing and delivering media files stored across the various sub-systems present in the global solution:

This paper describes Etere as a total system integrator, a solution that ensures the reliability of the global project, implementing a robust media archive system able to provide instant access to any file, at anytime, from any server and most important, with the maximum of speed, characteristics that will ensure the improvement of each single broadcasting area with a wide set of cutting edge modules that goes from content acquisition to content delivery.

ETERE SOLUTION: OVERVIEW

Etere's solution consist of a system intended to be the core of the central archive, providing media archive management and delivery services to the global system including instant access and delivery of media files; all this media management is cemented on a file-based workflow framework featuring a wide range of function-specific workflows for ingest, production and playout with additional integration capabilities. The modules that Etere will implement across the system are briefly described below:

- Etere MAM, a rock-solid central archive completely based on an Etere system that will be the core of the media management system, able to handle a commercial archive of about 100'000 ads,
- Etere Ingest, Implementation of two content capturing channels with support for future scalability,
- Etere Media Manager, Guaranteed timing and effectiveness on media transfers between devices,
- Etere Workflow, automatic workflow-based processes for a centralized and monitored execution, including federated management of assets from their search and browsing to their delivery,
- Etere HSM, An automatic tape-based storage system for long-term archiving,
- Etere Automation, a fault tolerant playout automation system to send on-air all daily schedules made up of commercial and non-commercial programs,
- Etere Asset Management, an ensured tight integration with the global system including existing systems such as the archive server (Dayang NLE), the news server (Final Cut Pro), the production server (Final Cut Pro) and the satellite TV 8 CH server (Final Cut Pro).