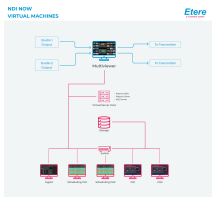


Mediafax Upgrades to IP and 4K

Romania's leading media company has selected Etere once again for an upgrade of its playout system. The system is FULL IP featuring a HD channel, a 4K channel and a newsroom that is powered by Etere Nunzio.



Virtual Machines



NewTek NDI

Romania's leading media company, Mediafax, has been using Etere solutions since 2016 for the management of its HD channel. It renews its trust in Etere solutions with the addition of **a HD channel, a 4K channel and a Newsroom** that is driven by **Etere Nunzio Newsroom**. For the upgrade, Mediafax is equipped with **Etere IP Payout** solution which is based on Newtek NDI technology. It is also equipped with **Etere ETX-M IP Multiviewer** which is capable of managing up to 9 display monitors and 30 input sources simultaneously.

Etere IP Payout provides more benefits and greater value to users with its support for the use of virtual machines to manage the complete process of Media Asset Management, transcoding and payout without high maintenance and hardware costs. Etere IP solution provides the unique ability to manage automatic switching in IP transmission for payout. It integrates Dynamic Host Configuration Protocol (DHCP) in its network that enables the automatic and dynamic assignment of IP parameters, IP address, network mask, switch address and name server addressed to each PC/server on the LAN network. It is also able to automate the assignment of network-parameters to the related network devices. Etere allows users to move to IP easily with a solution that is inexpensive, requires only common IT components, is flexible, ready for virtual machines and cloud.

Etere IP Payout supports **Newtek Network Device Interface (NDI)**, a royalty-free standard developed by Newtek that enables multiple video systems to identify and communicate with one another over IP as well as to encode, transmit and receive multiple streams of high quality, low latency, frame-accurate video and audio in real-time.

Etere also equips Mediafax with **Etere ETX-M IP Multiviewer** which provides a virtual environment to manage Media Asset Management, ingest, transcoding and payout with significant cost savings as compared to a traditional solution. The multiviewer is embedded with Etere ETX Legacy Converter which enables the conversion of SDI in and SDI out in IP streams with very low CPU impact.

Etere Nunzio Newsroom empowers Mediafax with a highly effective newsroom software solution that is capable of managing the complete newsroom workflow from the planning of news stories to the control of on-air playback. It provides the tools to prepare news stories, make quick edits, review, approve and deliver news stories. Additionally, it provides a tight integration with **Etere Media Asset Management (MAM)** database for real-time updates and a collaborative workflow across all departments. Etere Nunzio also leverages the **Etere Data Mover** engine for file transfers and the integration of multi-site systems. Etere seamlessly integrates the use of E-paper, website upload, Facebook, LinkedIn, Twitter and Youtube to provide users with the option to leverage new media in newsroom.

Mediafax will be equipped with PTZ cameras which can be controlled by Etere Nunzio Newsroom in rundown. These include 3 Panasonic AW-UE150 4K 60p cameras and 1 manned Panasonic 4K camera. Users can connect to multiple PTZ cameras, view multiple sources in real-time, store and retrieve preset profiles directly from the rundown panel, all without additional studio automation hardware.

Etere continues to deliver on its commitment to produce highly effective and forward-thinking solutions to prepare its users for the challenges of the future. It provides an unparalleled worldwide 24/7 support and regular updates to keep your systems optimised for performance at every stage of the workflow.

For more information, please contact info@etere.com

About Etere

Etere was established in 1987 and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Ecosystem framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere Ecosystem modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Nunzio Newsroom, Radio Automation, Video Editor, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 worldwide support centre.

E-mail: info@etere.com

About Mediafax

Mediafax is one of the largest providers of general and business information in Romania, known for its news feed and press photography accessed by 90% of central newspapers, 70% of radio and television. By 1995, the company has become the leading news agency and is currently the largest provider of news and press photography from Romania. In 1997, Mediafax launched Google Business Focus, a service of real-time transmission of information for the business segment, which archives news and provides online access to news. In 2003, Mediafax Mobility have been expanded content services to major telecom operators in Romania. The projects developed in partnership with Orange and Vodafone have Mediafax, turned in supplier and integrator of WAP content. www.mediafax.ro

