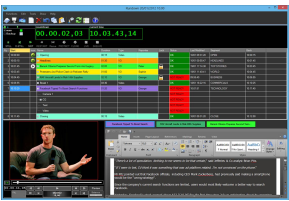


# EA6752 ETERE MAM MOS PROTOCOL INTERFACE WITH OCX AND PLAYOUT

Streamline your workflow across systems with this bridge between Etere MAM and MOS based newsroom. This integration also allows OCX to be used inside Newsroom and Rundown Automation.



Newsroom Integration



NUNZIO Rundown

**Etere MAM** offers an integrated environment to complete a standard newsroom system with a complete workflow for the news management.

The standard newsroom system can use both Etere OCX or Etere web to select edit and insert video in the stories and Etere Newsroom Playout to manage the rundown.

It integrates with the existing functions of Etere (i.e. Ingest, Media Asset Management, Browsing, Automation and as run log). Standard tasks on an indefinite number of video contents can be easily handled (e.g.: Time-recordings, recording cuts, naming, etc.).

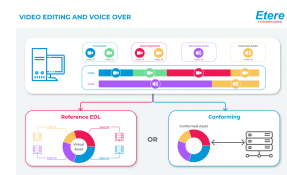
Etere Nunzio Newsroom interfaces all newsrooms based on existing MOS to provide the most effective and flexible solution. It is fault tolerant and the interface is user friendly and doesn't require particular software expertise. Etere News is an Automation open system based on a modular architecture. This approach gives a cost effective technology without the trouble of integrating different suppliers.

- Uses MOS protocol communications between the newsroom system and the other systems
- Provides integration for MOS-Compliant newsroom systems such as ENPS, Annova OpenMedia and Transtel RunDesk
- Passes lists of rundowns, and script text in rundowns between the newsroom computer system and Etere
- Allows searching for media stored on the media servers from the newsroom computer system
- Restore required media automatically using user-defined workflows
- Enables clip preview and editing via an user-friendly ActiveX browser
- Communicates with the newsroom computer system via heartbeat commands

## Scalable Solution

The overall system can be scaled freely, there is no limit to adding remote devices (i.e. video servers, switchers, logo generators, routers, video storage systems, etc. by: RS 422, TCP/IP Ethernet or GPI).

Etere News extend the traditional concept of a news reporting environment. All news management aspects are covered. Remote control of newsroom and post-production is provided as well. This is a must-have solution for journalists who want to be ahead in producing their own high quality news programs.



## Enriched Metadata

**Etere Media Asset Management (MAM)** provides metadata indexing. It enables correct retrieval of a video or a part of it from the database. Metadata can be edited to provide comprehensive description customized to the needs of the company. MAM can be related to both tapes and preview quality clips.

Metadata discovery module analyzes the video and automatically makes metadata entries based on: scene changes, black images, no-sounds parts, subtitles, MXF metadata. All metadata entries can be edited at any stage of the workflow.

Etere stores metadata per frame. Metadata can be set as keywords using templates rather than free text so that subsequent searches are effective, faster and more coherent.

