EA3202 Etere ETX-G Live Graphics

ETX-G Live can manage the live graphics workflow from proposal to planning, graphics management, invoicing, playout and delivery. It supports SDI, real-time previews, automatic invoice logs, and instant addition or deletion of graphics up to 30 seconds before playout.
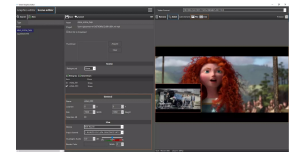
ETX-G

ETX-G is a commercial graphics playout software that enables SDI support, real-time previews, and instant addition and deletion of graphics at least 30 seconds before playout. ETX-G 's seamless integration with Etere Airsales supports logging invoices for automatically and manually triggered graphics. Real-time connectivity with Etere Executive Scheduling optimises resources and enables strategic commercial graphics scheduling with a real-time preview from the same interface. Etere STMan incorporates a graphic controller for automatic playout, and it can control multiple graphics for a single primary event.

Graphics Media Asset Management
Etere ETX-G is an extension of Etere ETX and can also be used as a separate graphics software in any playout. Its integration with the MAM library allows users to organise all available graphics in one location and improves operational efficiency when searching for an image. Users can adjust and preview real-time graphics with visible alpha channels in asset form without dedicated hardware.

Key Features

☐ Full 4K, IP support, and SDI connectivity
☐ Cloud-ready
☐ Supports multiple uploads and layers of graphics, squeezes, text crawlers, logos
☐ Pre-set, preview, and program allow preliminary checks of graphics before playout, without dedicated hardware
☐ Create alternative playlists of programs and switch between different playlists
☐ Ability to link up graphic objects such as texts, videos, and pictures to multiple data sources
☐ Multiple video cards compatibility with a single output
☐ Supports popular graphics editors such as Adobe
☐ Load balancing capabilities for a fault-tolerant and fault-resilient performance
☐ Graphics engine that enables the overlay of static/animated logos and crawlers
☐ Advertising list and a scheduled playlist will be displayed when stations and programs are selected
☐ Preview the advertising list before uploading
☐ Manual insertion and playout of graphics
☐ Refresh the data instantly for a real-time display

Instant Preview & Approval for Live Playout

With ETX-G, real-time preview control helps ensure every playout's accuracy. ETX-G manages the live commercial graphics workflow from proposal to planning, graphics management, invoicing, playout and delivery.

☐ Pre-set and real-time preview features enable preliminary checks on the graphics

☐ Allows instant addition or deletion of graphics up to 30 seconds before playout

☐ Automatic and accurate invoice logs for both automatically and manually triggered graphics

☐ Trigger the insertion and playout of graphics manually for live playout

☐ As soon as the graphic has appeared on-air, it will be automatically removed from the playlist

☐ View the list of graphics that were already broadcast as well as refresh the data at the touch of a button

Etere Ecosystem Integration, Graphics MAM and Archive Management System

ETX-G is part of the Etere Ecosystem that connects Etere modules to integrate all company information and facilitate the flow of information between all departments. ETX-G is inclusive of MAM for graphics. A practical graphics management library minimizes time wastage while searching for suitable graphics for playout. Furthermore, operators can view all available graphics in a single location and preview changes in real-time.

☐ Simplifies graphics planning

☐ Real-time graphics preview with every schedule in Etere Executive Scheduling without exiting the screen, thus simplifying the commercial graphics workflow planning

☐ Preview real-time graphics with visible alpha channel in asset form without dedicated hardware; users are also able to make some adjustments to the graphics

☐ Streamlined graphics planning: STMan automatically reads the automation file to determine the ETX-G mode. If the ETX-G mode is active, STMan automatically triggers object management that determines the selection algorithm

☐ Management of AVI/MOV for alpha channel

☐ Real-time sharing of data with the ability to select, delete and view multiple graphics on the user-friendly interface without hardware