EA3202 ETERE ETX-G LIVE GRAPHICS

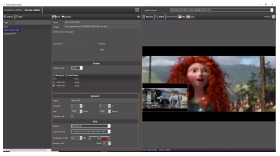
ETX-G Live streamlines the entire live graphics workflow—from proposal and planning to graphics management, invoicing, playout, and final delivery. It offers seamless SDI support, real-time previews, and automatic invoice logging, ensuring efficiency at every stage. With its instant update capabilities, graphics can be added or removed up to 30 seconds before playout, providing unmatched flexibility in live production.

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 extends the capabilities of Etere ETX while also functioning as an independent graphics software for any playout system. Its seamless integration with the MAM library centralizes all graphic assets, streamlining search and retrieval for enhanced operational efficiency. Users can adjust and preview real-time graphics with visible alpha channels directly in asset form—without the need for 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

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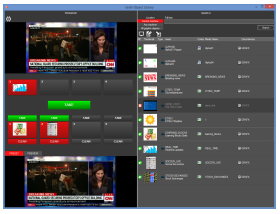
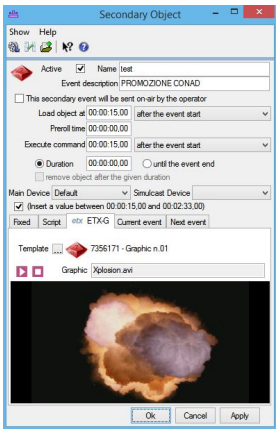
Instant Preview & Approval for Live Playout



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 an integral part of the Etere Ecosystem, seamlessly connecting Etere modules to enhance company-wide integration and optimize information flow across all departments. Designed with efficiency in mind, ETX-G includes MAM for graphics, offering a smart graphics management library that minimizes search time for playout-ready visuals.

☐**Effortless graphics planning:** Simplifies the workflow with intuitive tools
☐**Real-time graphics preview:** Operators can view and adjust visuals directly within Etere Executive Scheduling without leaving the interface, streamlining commercial graphics planning
☐**Advanced graphics control:** Users can preview assets with a visible alpha channel, even without dedicated hardware, and make necessary adjustments
☐**Smart automation:** STMan intelligently reads automation files to determine ETX-G mode, automatically triggering object management to optimize selection algorithms
☐**Flexible media management:** Supports AVI/MOV formats for alpha channel processing
☐**Intuitive data sharing:** Users can select, delete, and manage multiple graphics within a user-friendly interface, all in real time—without hardware constraints

This streamlined approach empowers operators with complete visibility and control over graphics, significantly enhancing the efficiency and accuracy of playout preparation.

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