

Telenova, One of the Biggest Regional TV Stations in Italy, Chose to Upgrade from Cinegy to ETX

Italy's multiregional broadcaster, Telenova, has selected Etere ETX in its move to replace Cinegy. Etere ETX offers an all-in-one playout and a seamless workflow to bring a channel on-air.



Etere logo



Telenova



Channel in a box Etere ETX



Etere ETX

Telenova, one of Italy's biggest regional TV stations, has selected Etere ETX to move towards a fully tapeless production system. Etere ETX, which replaces Cinegy, supports virtual master control designed for live events. Etere ETX is a complete channel-in-a-box with full IP/NDI/SDI (in and out) for cloud-based, satellite, cable head-ends, over-the-air broadcasters, and more.

Telenova selects Etere ETX after a series of evaluations. The flexibility and interoperability of Etere offer a series of benefits and advantages leading to its selection for the upgrade. Together these things make Etere ETX an ideal choice for the broadcaster. The installation strengthens Telenova's infrastructure for playout and provides a series of benefits and an upgrade from the old Cinegy system:

- An integrated Media Asset Management
- Better management of main and backup
- Virtual master control for live events
- Advanced graphics capabilities
- Easy usability
- Enhanced GUI and a user-friendly interface

The reliability of Etere Ecosystem is evident by its long-running track record in the industry - 35 years. With its powerful functionality and operational simplicity, Etere looks forward to supporting Telenova as it continues its ongoing growth and development.

Etere ETX

Etere ETX is a complete software-defined Channel-in-a-Box featuring all the capabilities needed to bring a channel live, including full IP/NDI/SDI (in and out) for multiple frame rates. As a software instance on commercial off-the-shelf (COTS) hardware, Etere ETX delivers an integrated playout, master control, closed captions, and graphics on a single interface. ETX runs on a centralized database for real-time updates. ETX has playout features needed to bring a channel on-air, including cloud playout, ingest, automation, master control, and interactive graphics. It can manage NDI/SDI/IP output and multiple graphics insertions.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

About Telenova

Telenova belongs to Multimedia San Paolo srl, part of the San Paolo Publishing Group, a media company owned by the Società San Paolo, a religious congregation that has been involved in evangelization and the dissemination of Christian values through the media for over a hundred years.

