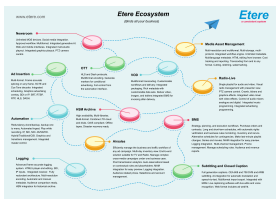


## Etere Playout Automation is the Preferred Choice

Etere Playout Automation empowers you with all the playout automation features you need, including cloud playout, ingest, automation, master control, and interactive graphics with consistent precision for even the most demanding environments.



Etere Logo Ru



Etere Ecosystem



Etere ETX



Channel in a box Etere  
ETX

## **Etere Playout Automation is the Preferred Choice**

### **■Flexible and Adaptable**

Etere is entirely flexible and adaptable to your future needs. When you purchase an Etere system, you will have a system that can grow with your company's needs. If you need to expand your workflows in the future, you can quickly scale it. It evolves and adapts to market demands, thus ensuring the best returns for your investments.

### **■Cost-Efficiency with Minimal Hardware Requirement**

Etere is very cost-efficient. The software can do everything you need with minimal Commercial off-the-shelf (COTS) hardware. With just a PC, Etere empowers you with all the playout features you need, including cloud playout, ingest, automation, master control, and interactive graphics. Etere features consistent precision for even the most demanding environments.

### **■No Hardware Restrictions - Flexibility to Choose any Hardware**

With Etere, you can use any hardware that you prefer. Etere provides better cost-efficiency and flexibility. This adaptability can be crucial, especially in today's global situation, where hardware component shortages and shipping delays brought about by the pandemic could result in deployment delays and increased costs.

### **■Trusted Brand in the Market**

Etere has over 30 years of experience managing the entire playout ecosystem and the end-to-end broadcast workflow. Etere can help you transform your business to gain measurable results.

### **■Plugged in to 24/7 Worldwide Support**

Etere provides service excellence in the market with 24/7 worldwide support. The technical support team offers real-time VPN connections and online meetings to support your business regardless of location. Etere's team of professionals will guide you in importing and exporting data from your current system to the Etere Ecosystem. We take care of every aspect of the data integration so that you can focus on producing the content that matters.

### **■Integration with Automated Loudness Control**

Etere software is integrated with automated loudness control that monitors and corrects transmission volume errors and prevents audio jumps over the threshold. You can manage every aspect of your playout automation with a single interface.

### **■One of the Fastest Transfers on the Market**

The integrated Etere Data Mover manages the distribution of content, video, and graphics to the different playout engines. This application delivers the correct video to your desired location at the right time. Etere's video file transfer capability is one of the fastest in the market, making it a proven system that will help you to increase efficiency and reduce complexity in your workflows.

### **■Graphics insertion with up to 8 Layers of Graphics**

Etere features a full range of channel graphics, including fixed logos, animated logos, L-shape squeezes, crawls, and transition effects to enhance your content.

Designed for exceptional performance, Etere is a complete IT-based multichannel playout that gives you all the features you need on a single software.

## 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 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.



**Этере**  
Непротиворечивая система