

TVB Europe - Etere and XOR

TVB Europe, a leading publication on media news presents an article featuring XOR media and Etere collaboration on Channel-in-a-box delivery.



Etere logo



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Please view the attachment for the full article.

XOR Media (formerly SeaChange Broadcast) and Etere are collaborating on a new channel in a box system. The key benefit is that it retains an open architecture, helping with scalability and integration with third-party tools.

The concept is based on the XOR MediaClient 8200 server, with up to 11 HD channels in a 3U chassis. With Etere MTX drivers it becomes a complete IT-based playout centre with integrated graphics and master control with touchscreen control. The system supports multiple codecs including WMV, ProRes and AVI.

"The robustness of XOR broadcast servers and storage, and its open IT standards, make the bundling of our products with Etere MTX a unique, innovative and cost-effective solution for new and established broadcasters," claimed Stphane Jauroyou of XOR. "Broadcasters and content producers now have the ideal combination to support premium channels as well as new thematic channels in a common platform."

For Etere, Fabio Gattari added "Etere MTX is a long-term solution for playout, and we believe that the XOR platform is built on the same concept, with its open standards, scalable components and shared cloud architecture. An integrated solution like ours reduces capital expenditure as it can last a very long time."

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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