

► Etere Press Release

06 February 2007

Etere easy subtitling

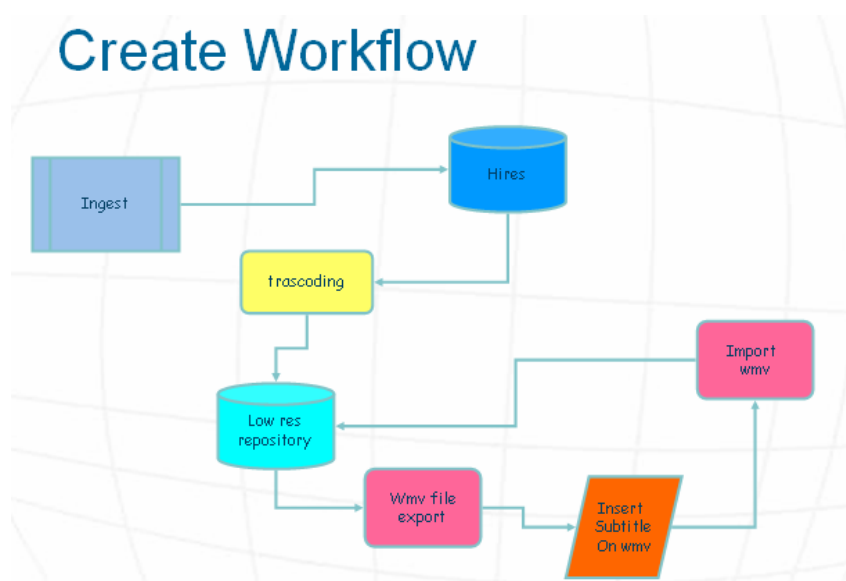
Tolentino – February 2007 – with Etere Automation we are able to manage also an easy subtitling.

With Etere to make subtitle is now very easy and its inexpensive for a TV station which is already using Etere.

All you need is Windows Media Player, inside the famous Microsoft player there is a complete Multilanguage subtitles editor, free of charge.

There is no vhs or VBI inserter and the full preview is in automation, with only a software you can do all the job, cutting all the costs due to extra features.

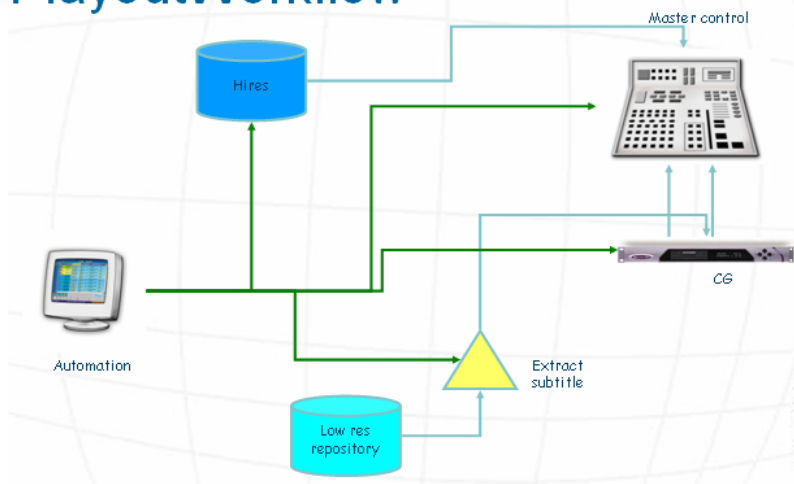
Subtitle workflow with Etere is extremely easy whether you have Windows Media Player:



After having ingested the file in a HiRes video server, with Etere Transcoding the file is saved in a Low Res repository. Perfectly integrated with Etere software, only by means of Windows Media Player it is possible that an operator can directly write all the subtitles on a WMV and at the end import the WMV file on the lowres directory, which is managed by Etere Automation.

To playout a video with subtitles, with Etere Automation we can manage the low res file where subtitles were saved and exact the subtitles itself that by a character generator can be put on air.

PlayoutWorkflow



As the wmv file is created by Etere, it's frame is accurate and reliable. Adding to all the above it is important to underline also that the wmv accept Multilanguage subtitles.

About Etere

Established in 1987, Etere is the leading Italian company providing worldwide software broadcasting solutions. It is the only company able to offer in one software all a TV station needs for its playout:

Etere fits your needs perfectly.

With our young team of engineers and technicians, we are focused on developing and improving the product and with twenty-four/seven x 365 support we can reach and help our clients for any need all around the world. With our selling network we are always near you...

For some the future is tomorrow, for Etere the future is today.

For more info pls. visit www.etere.eu