

## WHITE PAPER

### ETERE News

### Etere solutions for the news

This white paper provides an overview of the ETERE solutions for the news environment from the basic simple to the most complete.

The ETERE solutions covers all the aspects of news production and are able to give a cost effective solution from a single producer. This give to the station a standard interface to be easily integrated in all the aspects of the television.

More information on this product and other offerings from ETERE Automation are available from our website: [www.etere.com](http://www.etere.com)

## Technical overview

**ETERE offers** a truly flexible extension to your system. It uses the Microsoft SQL database to give you power and future upgrades; also, it means that integration into your existing infrastructure can be achieved seamlessly.

## Basic system

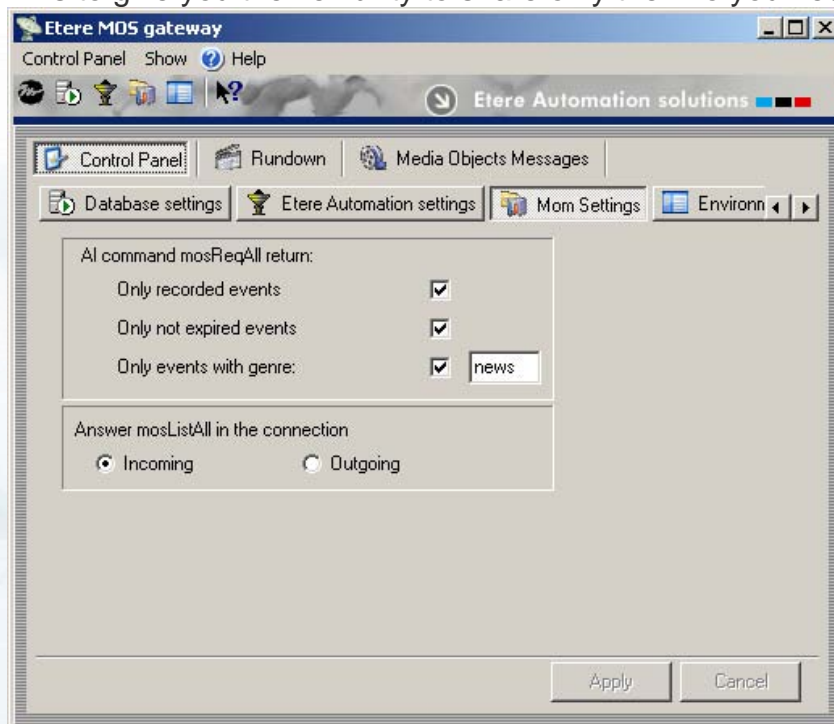
The basic system integrates only the newsroom with the Server system to give you the ability to insert any video file in the rundown and play it from the automation interface.

The ETERE MOM port gives you the ability to share your video database in few seconds.

In the following picture, you will see that ETERE is able to share with the newsroom:

- all recorded events
- all events of a selected genre
- all not expired events

This to give you the flexibility to share only the info you need.



This ability of Etere to give you different port configuration makes it able to work with almost three scenarios.

1 All the events are placed on the rundown only after they are inside the server.

In this case the checkbox 'only recorded events' will alert the user when a new video file is arrived and it's ready for the rundown.

2 The rundown is ready even before the video clips are recorded, so uncheck the previous check button, insert the clip in the rundown, and see, on the rundown itself when it will be ready for on-air, this scenario is very useful when the name of the clips are decided before the rundown itself is ready.

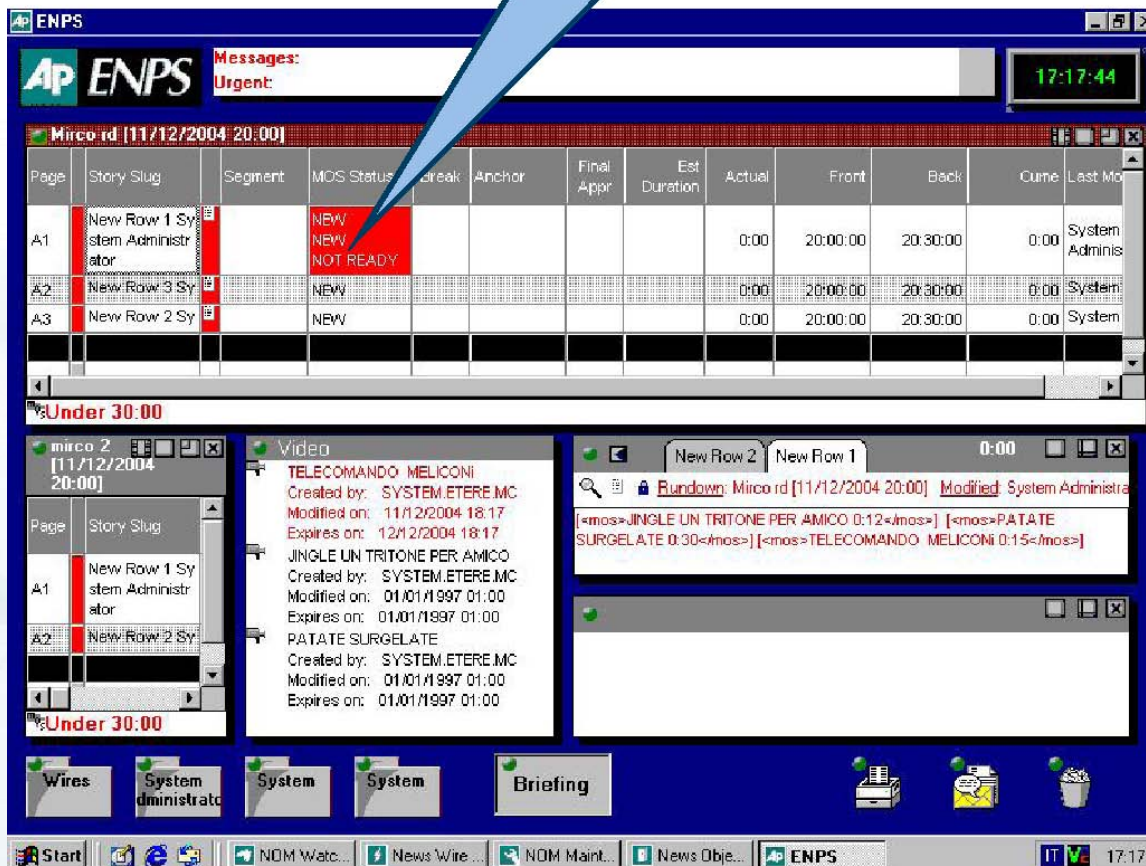
3 The video clips are not decided and in the rundown are inserted some 'unnamed clips'.

In this case ETERE creates a new asset in the database and ask it to be recorded, then everything will follow case number 2.

The following figure is an example of the newsroom feedback

Automation;feedback

Automation;feedback



The screenshot displays the ENPS interface with a main rundown table and several detail panels. A blue callout box points to the 'MOS Status' column in the table, which contains the text 'NEW NOT READY'.

Page	Story Slug	Segment	MOS Status	Break	Anchor	Final Appr	Est Duration	Actual	Front	Back	Cume	Last Mo
A1	New Row 1 System Administrator		NEW NOT READY					0:00	20:00:00	20:30:00	0:00	System Adminis
A2	New Row 3 Sy		NEW					0:00	20:00:00	20:30:00	0:00	System
A3	New Row 2 Sy		NEW					0:00	20:00:00	20:30:00	0:00	System

Under 30:00

**Video**

TELECOMANDO MELICONI  
Created by: SYSTEM.ETERE.MC  
Modified on: 11/12/2004 18:17  
Expires on: 12/12/2004 18:17

JINGLE UN TRITONE PER AMICO  
Created by: SYSTEM.ETERE.MC  
Modified on: 01/01/1997 01:00  
Expires on: 01/01/1997 01:00

PATATE SURGELATE  
Created by: SYSTEM.ETERE.MC  
Modified on: 01/01/1997 01:00  
Expires on: 01/01/1997 01:00

**New Row 2** **New Row 1** 0:00

Rundown: Mirco rd [11/12/2004 20:00] Modified: System Administra

[<mos>JINGLE UN TRITONE PER AMICO 0:12</mos>] [<mos>PATATE SURGELATE 0:30</mos>] [<mos>TELECOMANDO MELICONI 0:15</mos>]

Wires System Administrator System System Briefing

Start [Icons] NOM Wato... News Wire... NOM Maint... News Obj... ENPS 17:17

### **The archive**

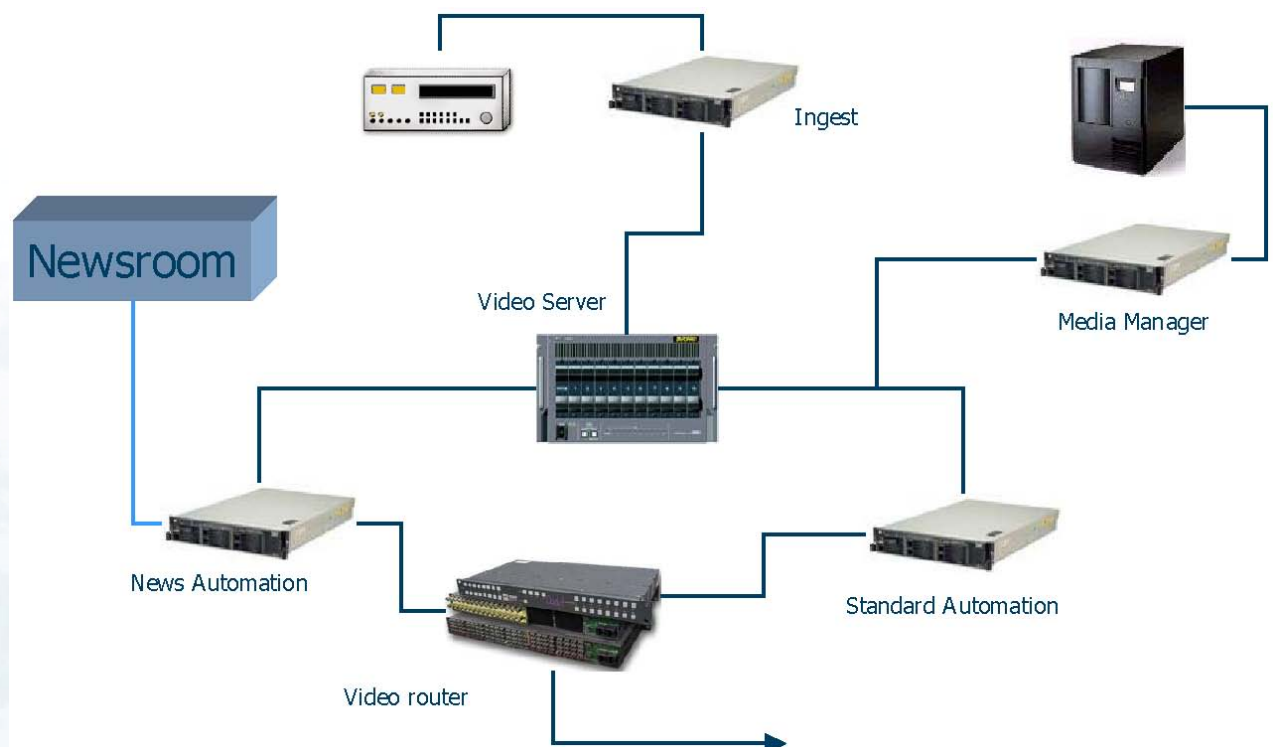
It's important to understand that media manager is part of the news system so if a clip is on the archive or everywhere in the system it will be recognized and moved to the on air system on time for the rundown.

Media manager, seamless for the operator, does this job; this behavior is already part of ETERE automation.

### **Standard automation system**

Etere can give an integrated system where automation and news are part of the same system, and where the same architecture, ingest, archive, browsing can be shared by both environment.

This allows the station to save money in both acquiring system and in maintenance, while a single feature, like multiple users can share the archive.

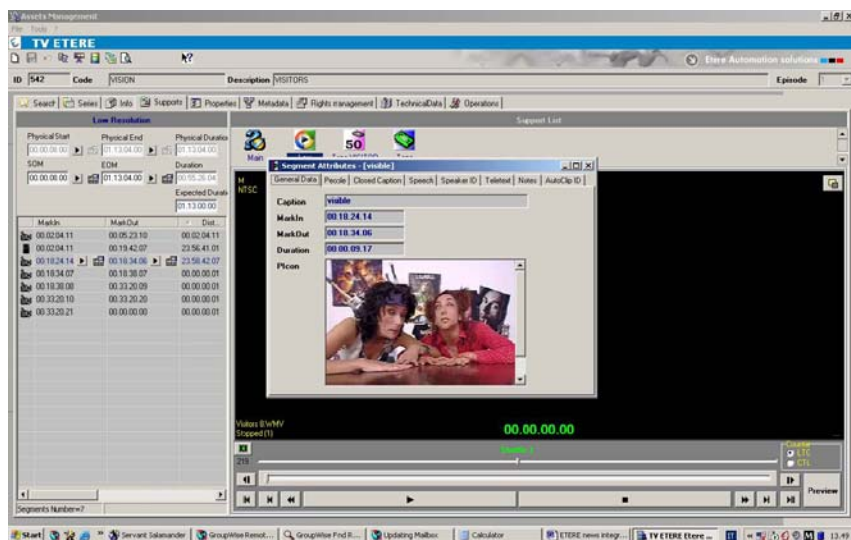




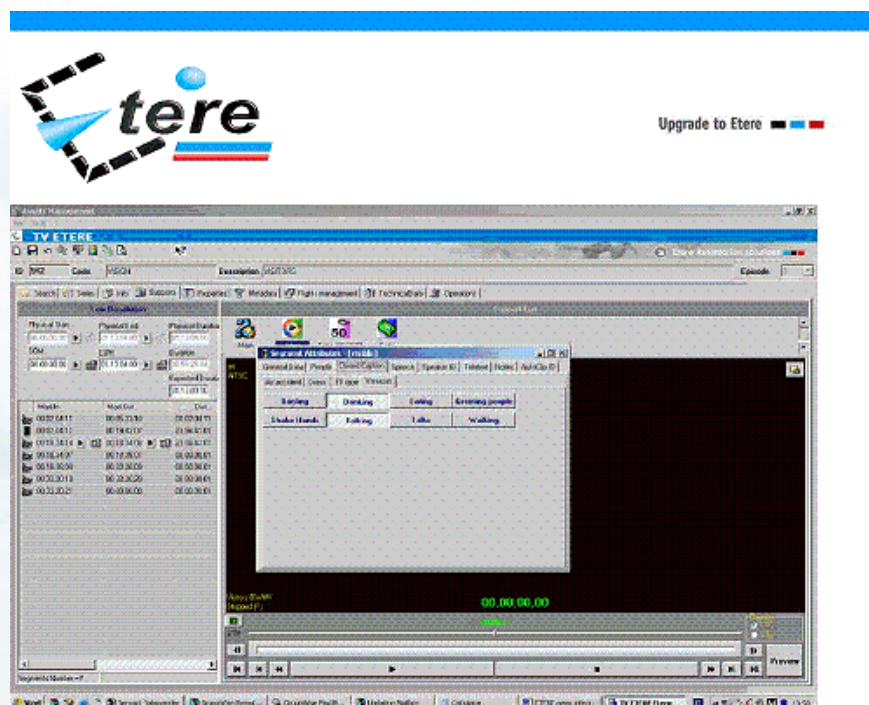


To give more.

You can define properties on each frame of the video, this is an example:

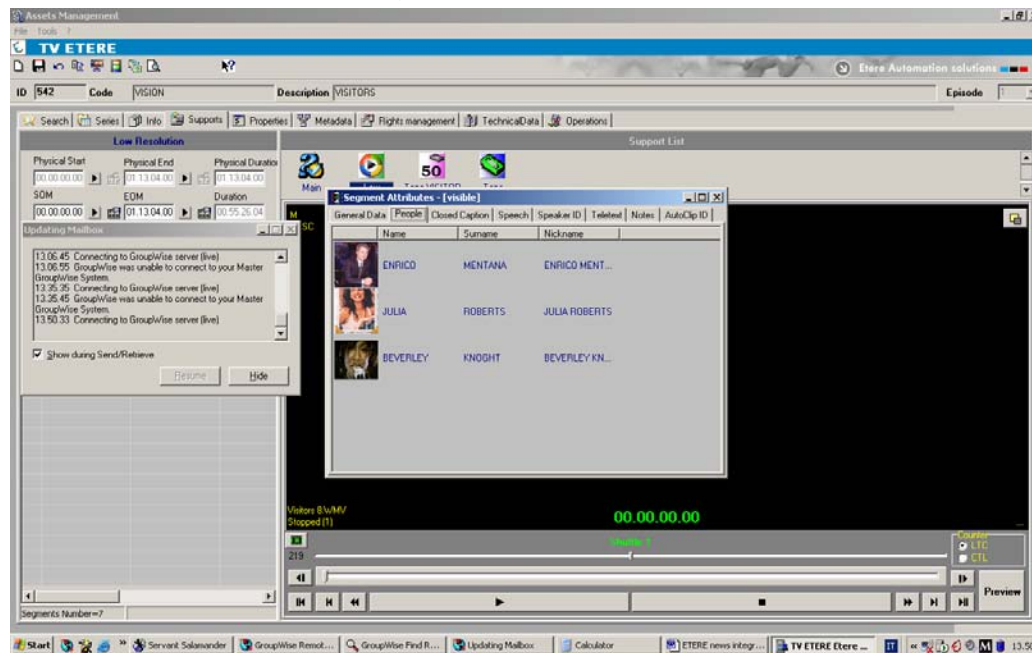


Also you can add other metadata to this part of video using keywords and key frames





And also define who is taking part on this video



All those functions can be performed in both Live and using low res.

## Summary

In summary, ETERE News represents a significant step forward in the Station organization. Its modular architecture enables organizations to select the functionality they require at any time, and add new modules when required. ETERE News is the most complete solution currently available on the market, which is why leading organizations are choosing it to manage their most precious assets. It is the only application that manages the content management process from acquisition right through to re-purposing and distribution, **and natively share the same database in MAM, News and Automation environment.**

Etere News uses the following Etere products:

- Etere Recording : ingest management
- Etere Browsing : Frame accurate EDL on low res
- Etere Transcoding : Low res generation
- Etere Media Manager : Server to server copy
- Etere Media Manager : Server to archive copy
- Etere Media Manager : Tape or disk archive management
- Etere MAM : Media asset management
- Etere Main : Database management
- Etere Time flooder : Frame accurate time sync
- Etere Automation : realtime device control.

Our product roadmap outlines the potential of the product to control and automate the entire broadcast environment. More information about ETERE are available directly from [www.etere.com](http://www.etere.com).