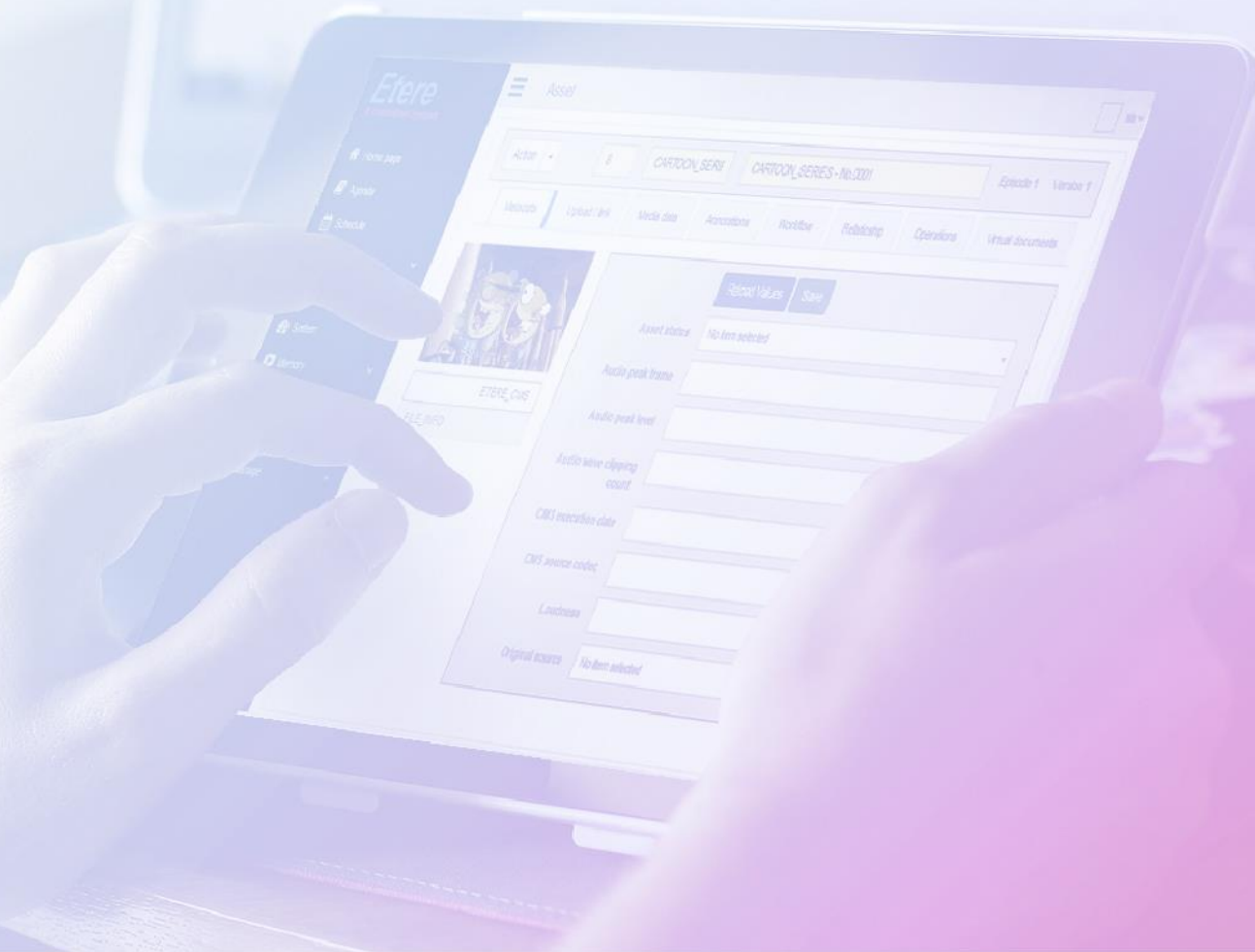


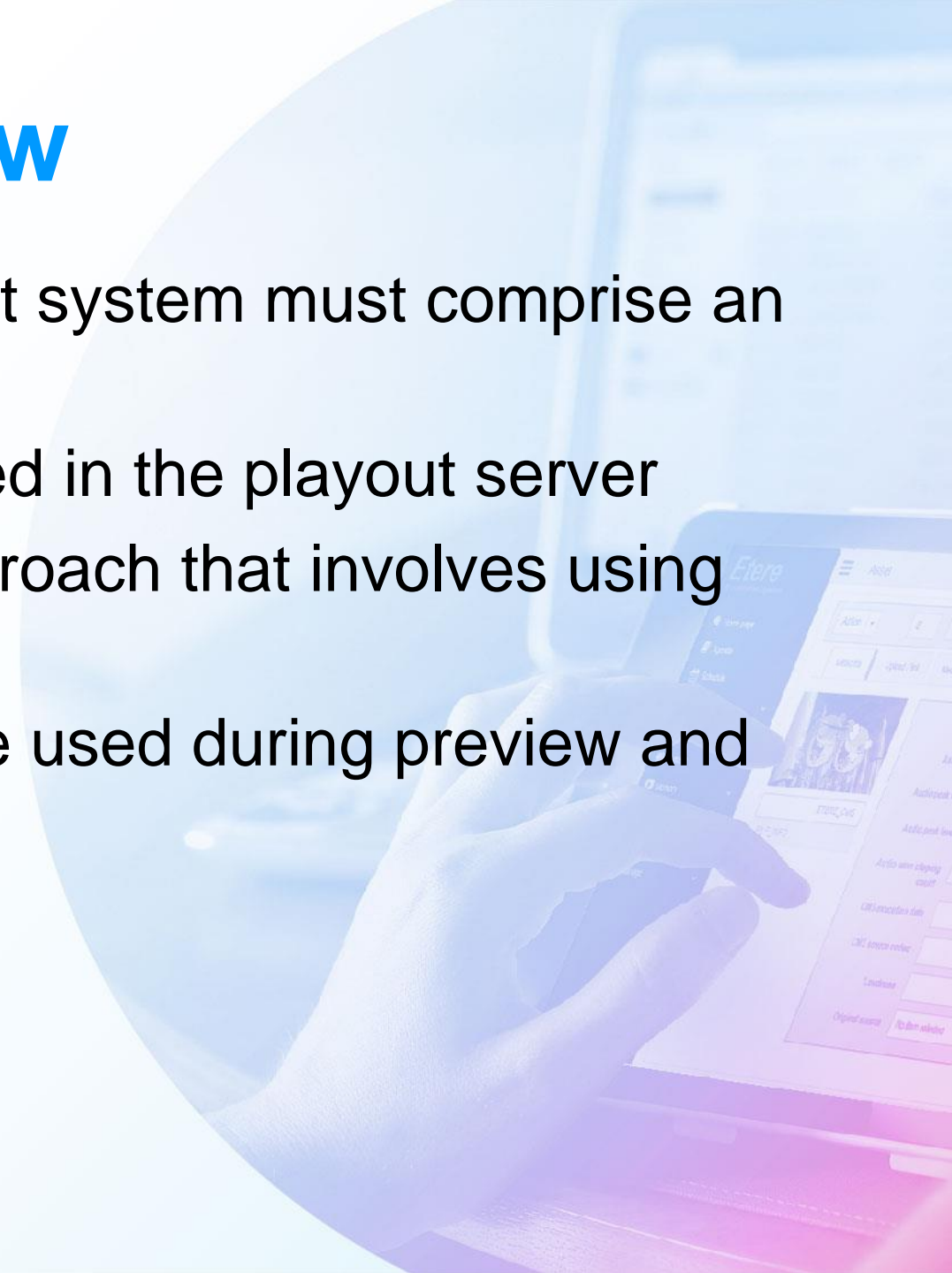
Aspect Ratio Conversion

Automatic and Integrated ARC



Overview

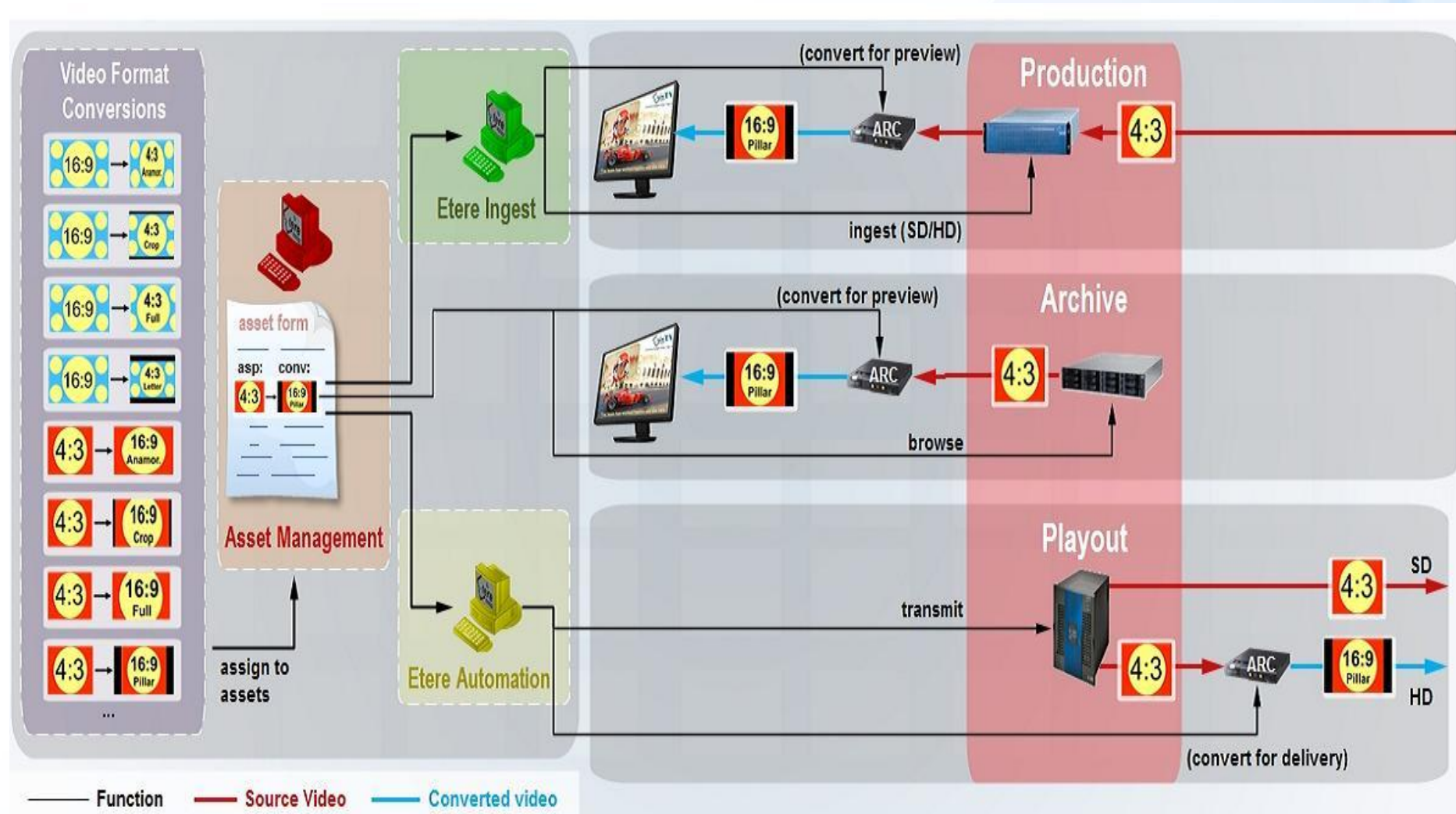
- A highly integrated HD/SD broadcast system must comprise an aspect ratio management
- ARC can be standalone or embedded in the playout server
- Etere provides a comprehensive approach that involves using ARC information stored on MAM
- Video aspect ratio information can be used during preview and during playout



Key Benefits

- Flexibility: custom conversion profiles for HD/SD content including:
 - 4x3 => 16x9 : pillar, crop, anamorphic, full.
 - 16x9 => 4x3 : letter, crop, anamorphic, full.
- Consistent: the right ARC video format is used for both preview and delivery,
- Integration: it can be used any ARC internal or external to the video server,
- Easy to use: The aspect ration info is available inside Etere MAM database

Aspect Ratio Conversion



Define and Associate ARC



Conversion Profiles

- Define the ARC profiles
- Additionally, set default conversion for each source format.

The screenshot displays the 'Settings' application window, specifically the 'Video Format Conversion' section. On the left is a tree view with categories like 'Basic Configuration' and 'Video Format Conversion'. The main area shows a table of conversion profiles. A red arrow points from the '4:3 -> 16:9 Pillar' row in the table to a detailed configuration dialog box for that profile.

Conversion type	Description	Source format	Icon	*Conversion code	Exter...	GPI
4:3 -> 16:9 Anamorphic	stretch	SD 4:3		4A	43A	00000000
4:3 -> 16:9 Crop	chop top and bottom, some black sides	SD 4:3		4C	43C	00000000
4:3 -> 16:9 Full	chop top/bottom, no black sides	SD 4:3		4F	43F	00000000
4:3 -> 16:9 Pillar	black on sides	SD 4:3		4P	43P	00000000
16:9 -> 4:3 Anamorphic	squeeze	SD 16:9		HA	169A	00000000
16:9 -> 4:3 Crop	chop sides, some black top/bottom	SD 16:9		HC	169C	00000000
16:9 -> 4:3 Full	chop sides, no black top/bottom	SD 16:9		HF	169F	00000000
16:9 -> 4:3 Letter	black top/bottom	SD 16:9		HL	169L	00000000

The detailed configuration dialog for '4:3 -> 16:9 Pillar' shows the following fields:

- Conversion type: 4:3 -> 16:9 Pillar
- Description: black on sides
- Source format: SD 4:3
- *Conversion code: 4P
- External Id: 43P
- GPI: (checkbox checked)
- Icon: C_ASPECT_4P

A visual representation of the conversion shows a 4:3 aspect ratio being converted to a 16:9 Pillar aspect ratio.

Assign ARC to Assets

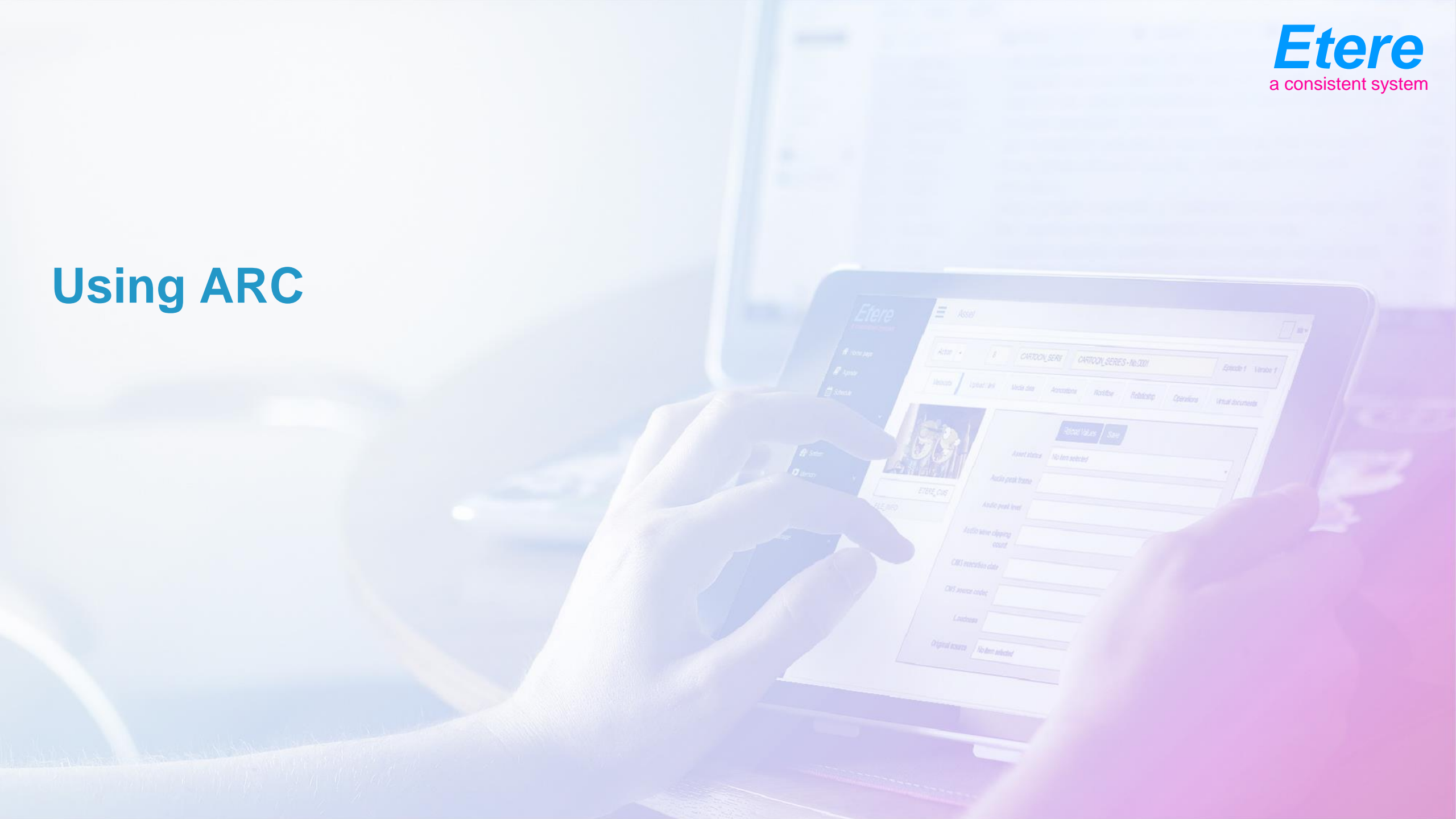
- Associate assets to a ARC to automatically convert them during either their preview or transmission,
- Search for assets and filter by ARC

The screenshot displays the Media Library software interface. The main window shows a list of assets with columns for ID, Code, Title, Media, and Aspect. A secondary window is open, showing the details for asset ID 13, titled 'FAST AND FURIOUS'. In this window, the 'ARC' dropdown menu is set to 'HD -> 4.3 Crop'. Below the ARC dropdown, there is a table listing artists and their roles:

Artist	Role	Duration
Bertino Enrico	ANCHORMAN	00:00:00
Kubrick Stanley	DIRECTOR	00:00:00

The background of the slide features a blurred image of a hand holding a tablet displaying a user interface with various icons and text, suggesting a mobile or touch-based interface.

Using ARC



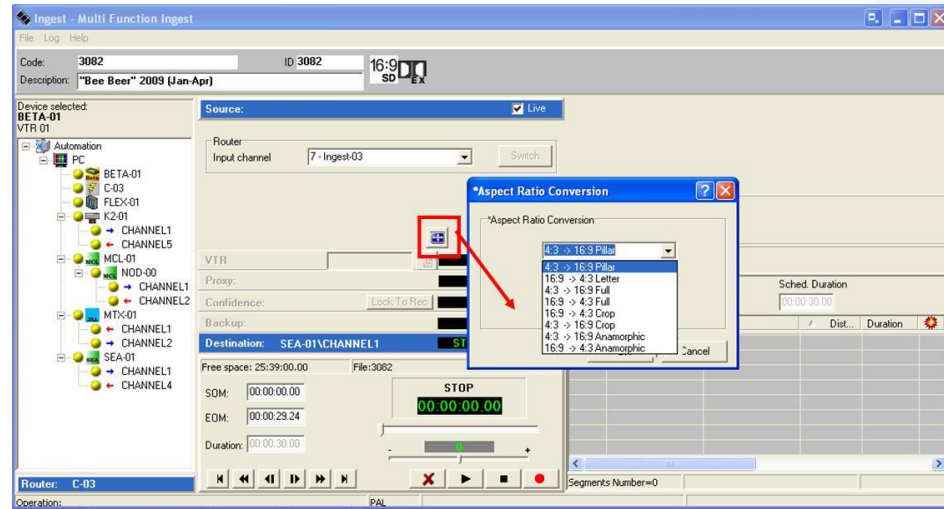
Etere Scheduling

- View and modify the ARC assigned to scheduled events, directly from the schedule.

The screenshot displays the 'Executive Editor' software interface for Etere scheduling. The main window shows a schedule for 'Channel 1' on 'Thursday 24 June 2010'. The schedule is presented as a grid with columns for Time, Duration, Timecode in, Timecode out, Type, Code, Description, File name, Properties, Blocks, Segments, and Cluster. A red box highlights a row for a 'Wonderwall' video clip. An 'Aspect' dialog box is open over the schedule, showing the 'Aspect' dropdown set to 'SD 4:3' and the 'Conversion' dropdown set to '4:3 -> 16:9 Pillar'. The dialog also includes an 'Update also the asset form' checkbox and 'Ok', 'Cancel', and 'Apply' buttons.

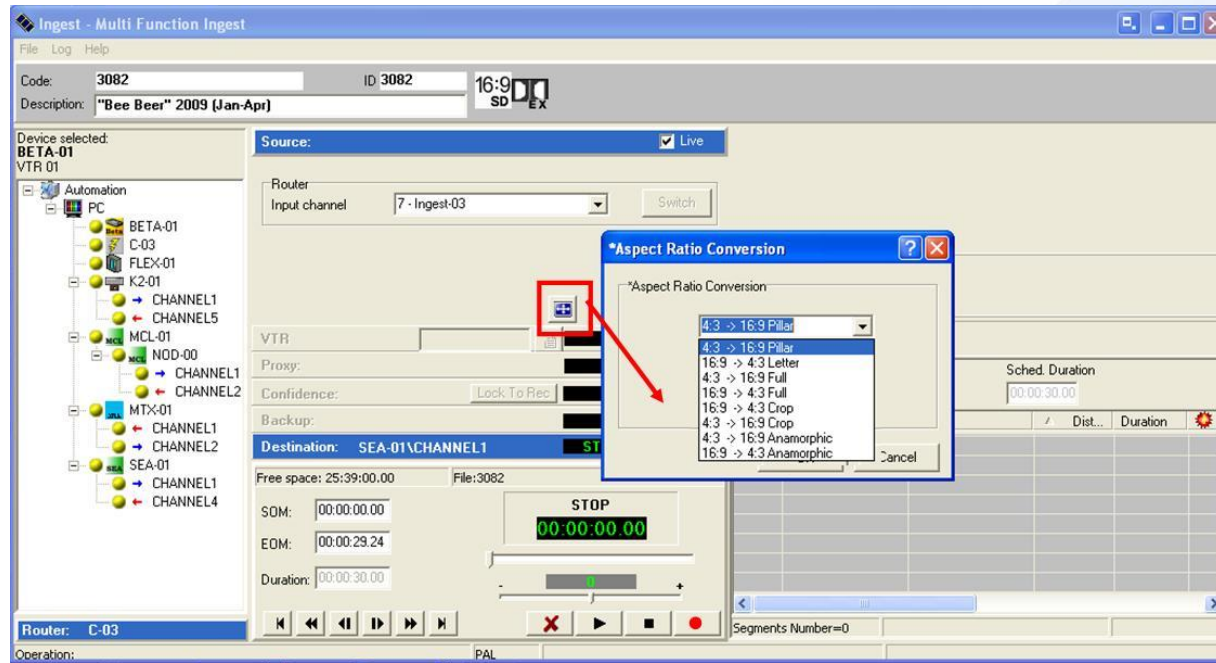
Icons	Time	Duration	Timecode in	Timecode out	Type	Code	Description	File name	Properties	Blocks	Segments	Cluster
	06:00:00	0000:20:00	00:00:00	00:00:20	START	START	***** START *****					
	06:00:00	0000:20:00	00:00:00	00:00:20	PROMO	2974	PROMO Etere 005	OSEA 3046		06:00:00 (8)	06:00:00:00:15 PRO	110
	06:00:20	0000:22:00	00:00:00	00:00:21.24	PROMO	2939	PROMO Etere 004	OSEA 2973		06:00:00 (8)	06:00:00:00:15 PRO	115
	06:00:42	0000:24:12	00:00:00	00:00:24.12	COMMERCIA	3083	"Bee Beer" 2009 (May-Aug)	OSEA 3083		06:00:00 (8)	06:00:15:00:03:00 COM	110
	06:01:06.12	0000:25:20	00:00:00	00:00:29.20	COMMERCIA	3064	2010 - New Laproag spot	OSEA 3064		06:00:00 (8)	06:00:15:00:03:00 COM	112
	06:01:32.07	0000:30:12	00:00:00	00:00:30.11	COMMERCIA	41	The "NYZ" running shoes 2010	OSEA 41		06:00:00 (8)	06:00:15:00:03:00 COM	116
	06:02:02.19	0000:17:16	09:34:10.12	09:34:28.03	COMMERCIA	665	"Sexy Phone" Commercial 2010 - II	OSEA 000665		06:00:00 (8)	06:00:15:00:03:00 COM	118
	06:02:20.10	0000:29:01	00:00:00	00:00:29.24	COMMERCIA	1411	2010 - "Killer" cigarettes	OSEA 001411		06:00:00 (8)	06:00:15:00:03:00 COM	120
	06:02:49.11	0000:30:00	00:00:00	00:00:30.00	COMMERCIA	28	Blank Bottles 2009-IV	OSEA 28		06:00:00 (8)	06:00:15:00:03:00 COM	130
	06:03:19.11	0000:30:00	00:00:00	00:00:30.00	COMMERCIA	2223	New 2010 Advertisement "Ferrari"	OSEA 0002223		06:00:00 (8)	06:00:15:00:03:00 COM	132
	06:03:49.11	0000:20:00	00:00:00	00:00:20.00	PROMO	2974	PROMO Etere 005	OSEA 3046		06:00:00 (8)	06:03:15:00:00:15 PRO	110
	06:04:09.11	0000:22:00	00:00:00	00:00:21.24	PROMO	2939	PROMO Etere 004	OSEA 2973		06:00:00 (8)	06:03:15:00:00:15 PRO	115
	06:04:31.11	0045:00:00	00:00:00	00:44:59.24	NEWS	85	Central Live News	3-Sub-02				
	06:49:31.11	0030:00:00	00:00:00	00:30:00.00	TV Series		Family Guy - No.0001					
	07:19:31.11	0030:00:00	00:00:00	00:30:00.00	TV Series		Italian Folk	Italian Folk:tales - No.0001				
	07:49:31.11	0030:00:00	00:00:00	00:29:59.24	TV Series		Peanuts - 2	Peanuts - 2nd Season - No.0001				
	08:19:31.11	0030:00:00	00:00:00	00:30:00.00	TV Series		Sex and the City	Sex and the City - No.0001				
	08:49:31.11	0003:40:00	00:00:00	00:03:45.00	VideoClip	1.2	Wonderwall	OSEA 1				
	08:53:11.11	0000:45:01	00:00:00	00:01:00.02	VideoClip	26	Falling down	OSEA 26				
	08:53:56.12	0004:55:11	00:00:00	00:04:55.10	VideoClip	29	She's electric	OSEA 29				
	08:58:51.23	0004:00:00	00:00:00	00:03:59.24	VideoClip	30	Don't go away	OSEA 30				
	09:02:51.23	0000:45:01	00:00:00	00:01:00.02	VideoClip	3333	Falling down	OSEA 8				
	09:03:36.24	0000:45:00	00:00:00	00:00:44.24	VideoClip	61	The Masterplan	OSEA 61				
	09:04:21.24	0059:59:24	00:00:00	00:59:59.24	FILM	3068	Deep Trip	OSEA 412				
	10:04:21.23	0115:38:02	00:00:00	01:55:38.01	FILM	70	Jeux D'enfants	OSEA 70				
	12:00:00	0000:20:00	00:00:00	00:00:20.00	PROMO	2974	PROMO Etere 005	OSEA 3046				
	12:00:20	0000:22:00	00:00:00	00:00:21.24	PROMO	2939	PROMO Etere 004	OSEA 2973				
	12:00:42	0000:24:12	00:00:00	00:00:24.12	COMMERCIA	3083	"Bee Beer" 2009 (May-Aug)	OSEA 3083				
	12:01:06.12	0000:25:20	00:00:00	00:00:29.20	COMMERCIA	3064	2010 - New Laproag spot	OSEA 3064				
	12:01:32.07	0000:30:12	00:00:00	00:00:30.11	COMMERCIA	41	The "NYZ" running shoes 2010	OSEA 41				
	12:02:02.19	0000:17:16	09:34:10.12	09:34:28.03	COMMERCIA	665	"Sexy Phone" Commercial 2010 - II	OSEA 000665				
	12:02:20.10	0000:29:01	00:00:00	00:00:29.24	COMMERCIA	1411	2010 - "Killer" cigarettes	OSEA 001411				

Etere Automation



- Each time an event associated to an ARC is Used, Etere Automation controls the ARC

Etere Ingest



- It's possible to change the ARC conversion even just before the ingest
- During the ingest process, the conversion will be used in order to display the correct aspect ratio on the Preview

Controlling Devices

- Etere media management is able to insert the ARC information as AFD inside the files
- Etere Automation can control the Playout server and change ARC item by item.
- Etere Automation can control the playout server to insert AFD info during playout, for immediate control of simulcast HS/SD

