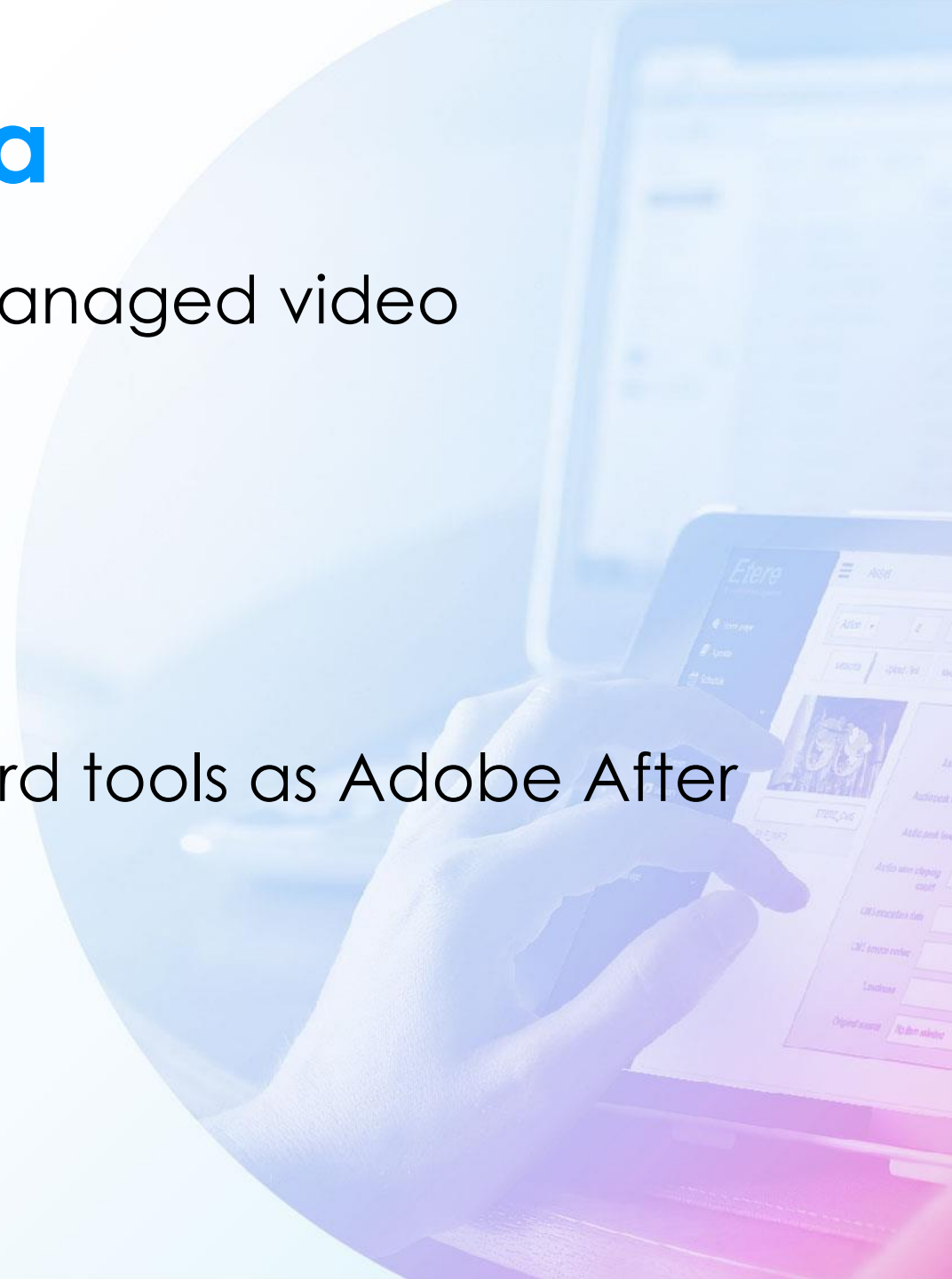# ETERE ETX-G

Ready for New Market

Why ETX-G

- Our vision is to deliver an integrated framework
- ETX-G is part of this vision
- Today graphics are an important part of the broadcast but still do not have a management system
- Graphics are an important revenue for the stations
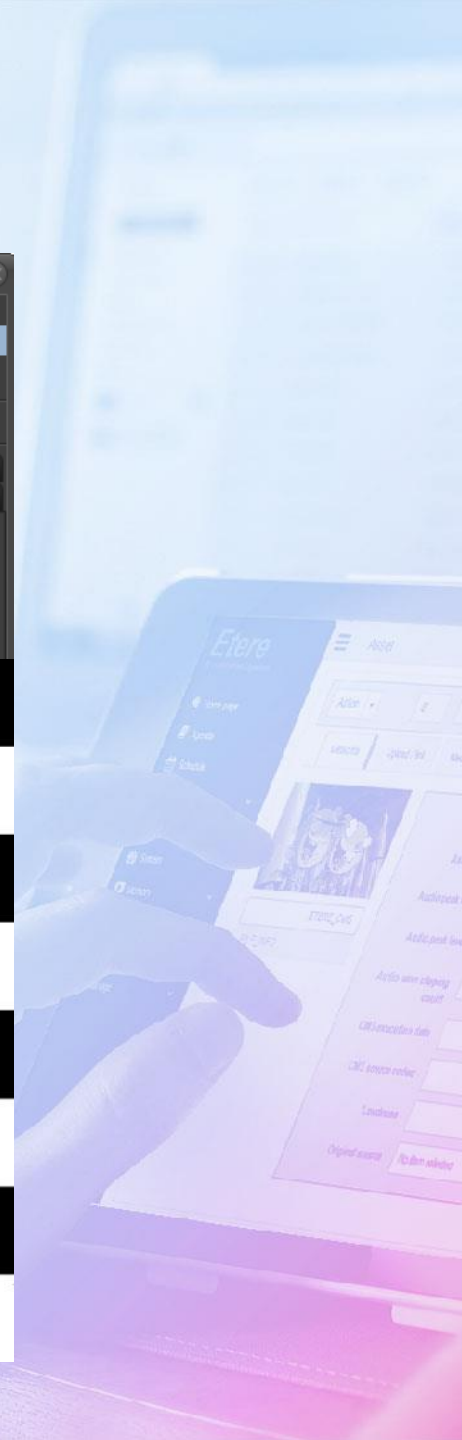- Graphics can be managed by a common PC platform

The Idea

- Manage graphics as today are managed video
- Use a standard Pc to
  - Ingest
  - QC
  - Preview
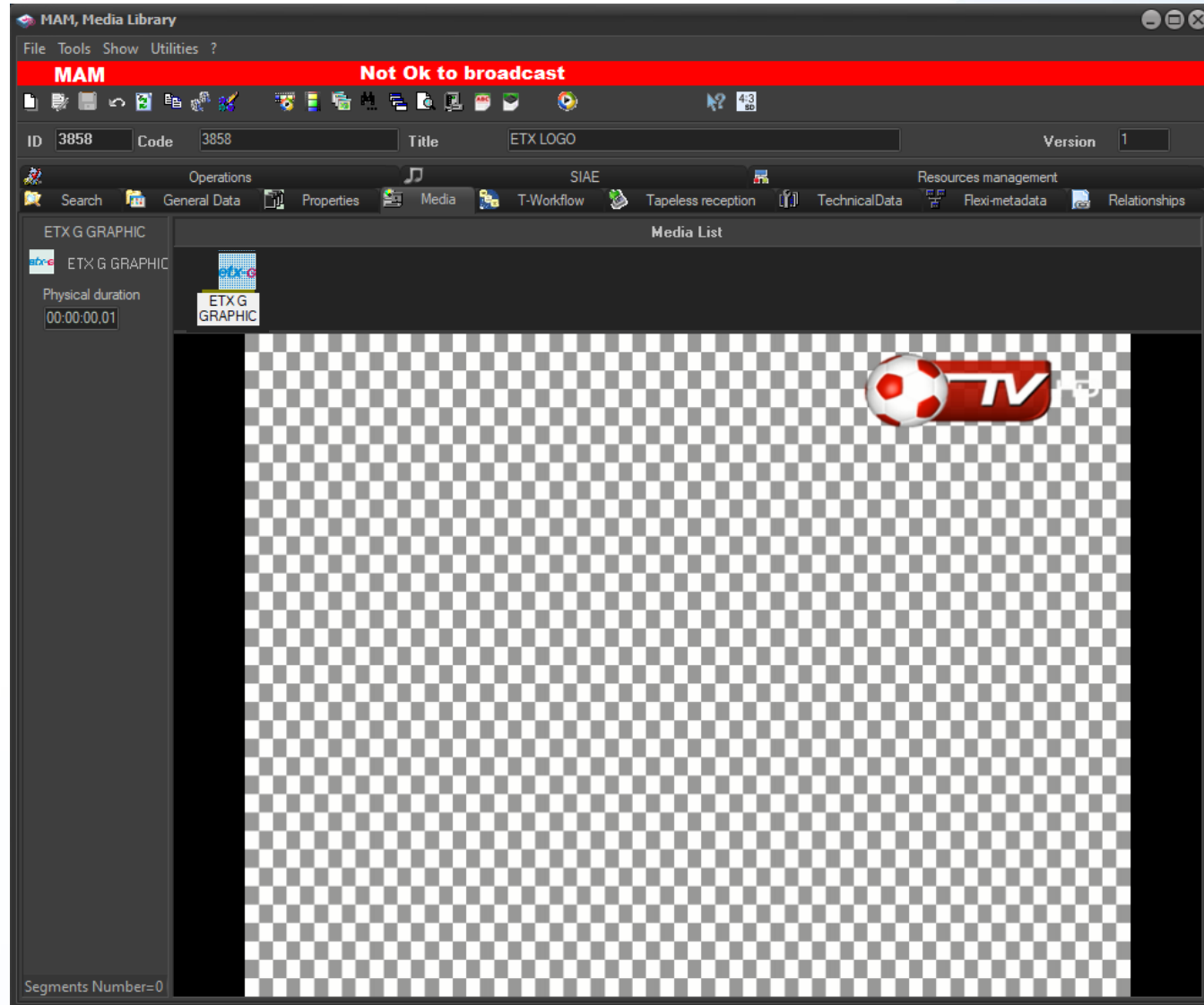- Graphics are prepared by standard tools as Adobe After Effects
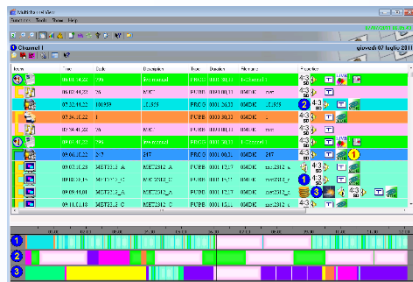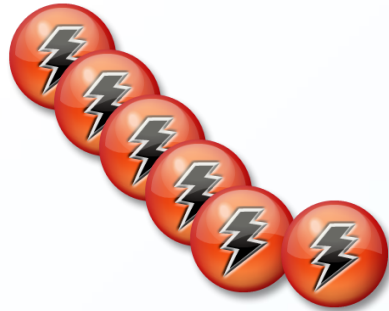
File Ingest

Preview From MAM

Delivery Via Workflow

- As soon the graphics is scheduled Etere MAM will deliver to the Playout as any standard video

- No manual drag and drop but a standard Media Manager workflow

- Easy multiple channels and main/backup management

ETX-G MAM

STman
Playlist

Play 1

Play 2

Play 3

Play 4

Editor

Preview
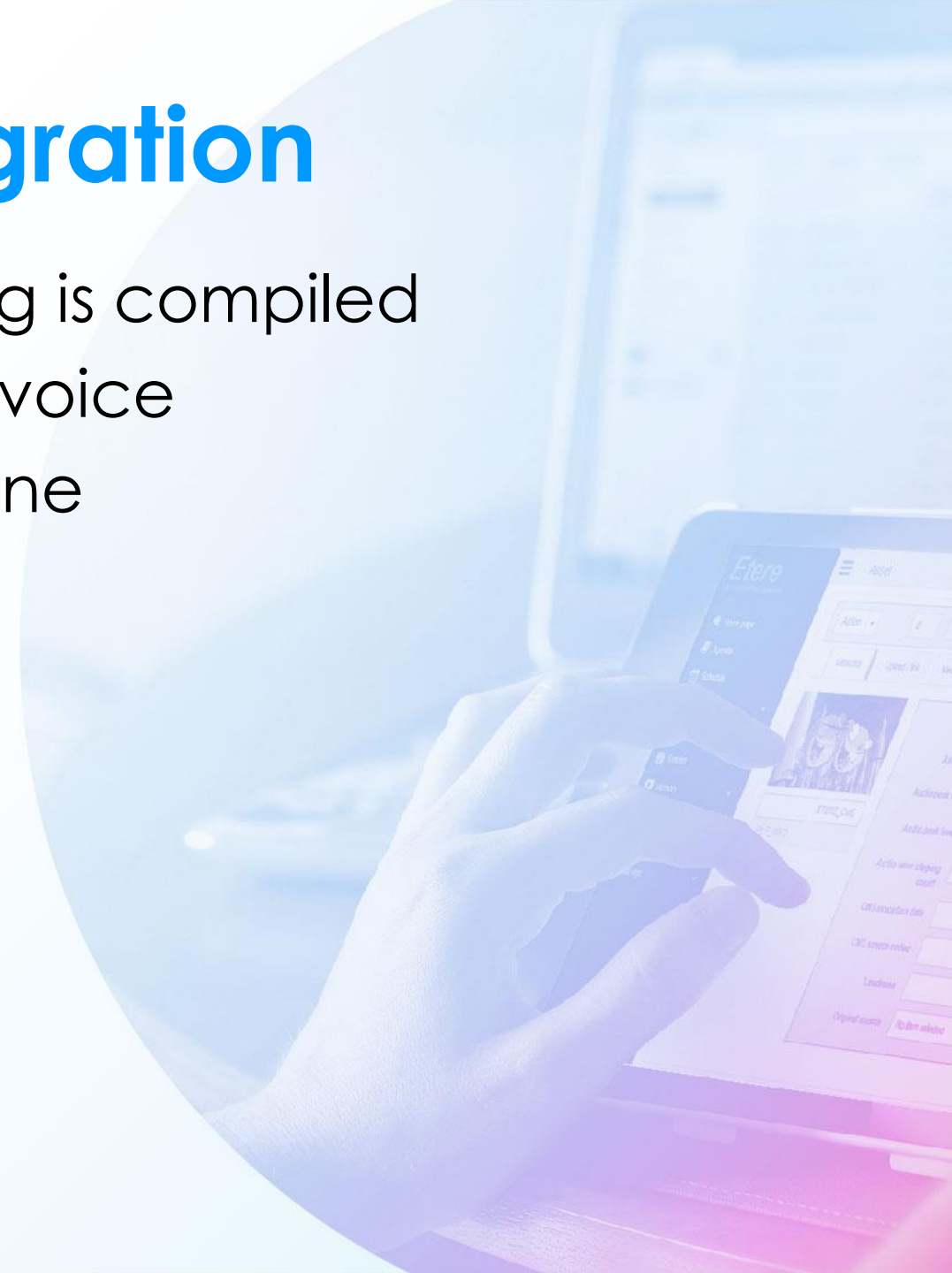
Airsales Integration

- Every graphics go On-Air as run log is compiled
- Every graphics On-Air generate invoice
- Graphic controlled by Stman Engine
- Stman Engine is part of ETX-G

Software License

- Single license by Device
- Include:
  - Unlimited preview from Asset
  - Media management
  - Archive
  - Program preset
  - SD-HD-4K

Format supported

- AVI/MOV video with Alpha

- Any video without alpha

- HTML5

- Graphics sequence
  - PNG
  - TGA
  - JPH

Integrated Editing

Scenes Editor

- What is a **Scene**?
    - The **layout** of the transmission
    - Each scene allows you to set the size and position of the stream, deciding audio and video transition times, enabling and disabling the audio, assigning predefined shapes, edges, inclination etc
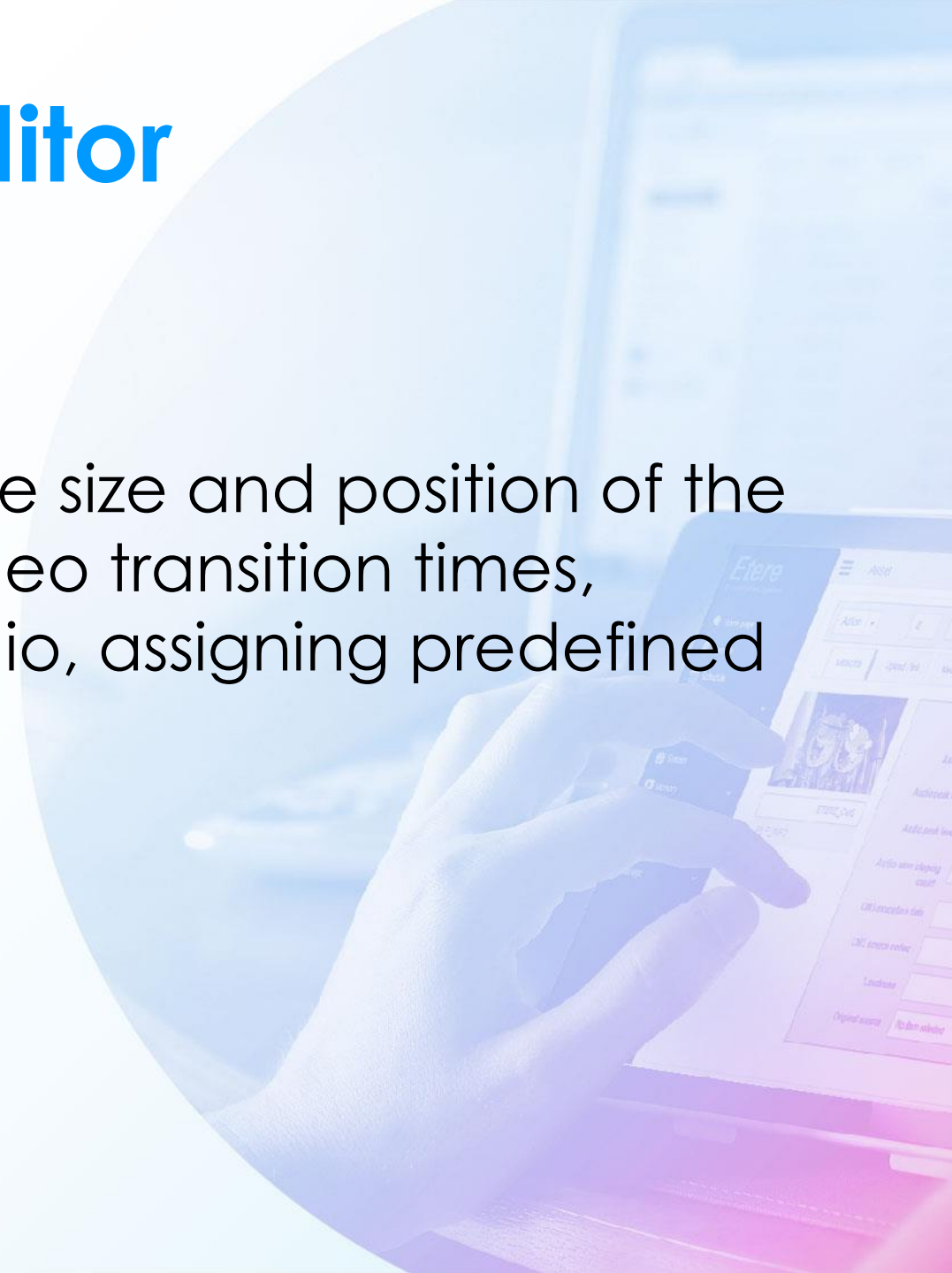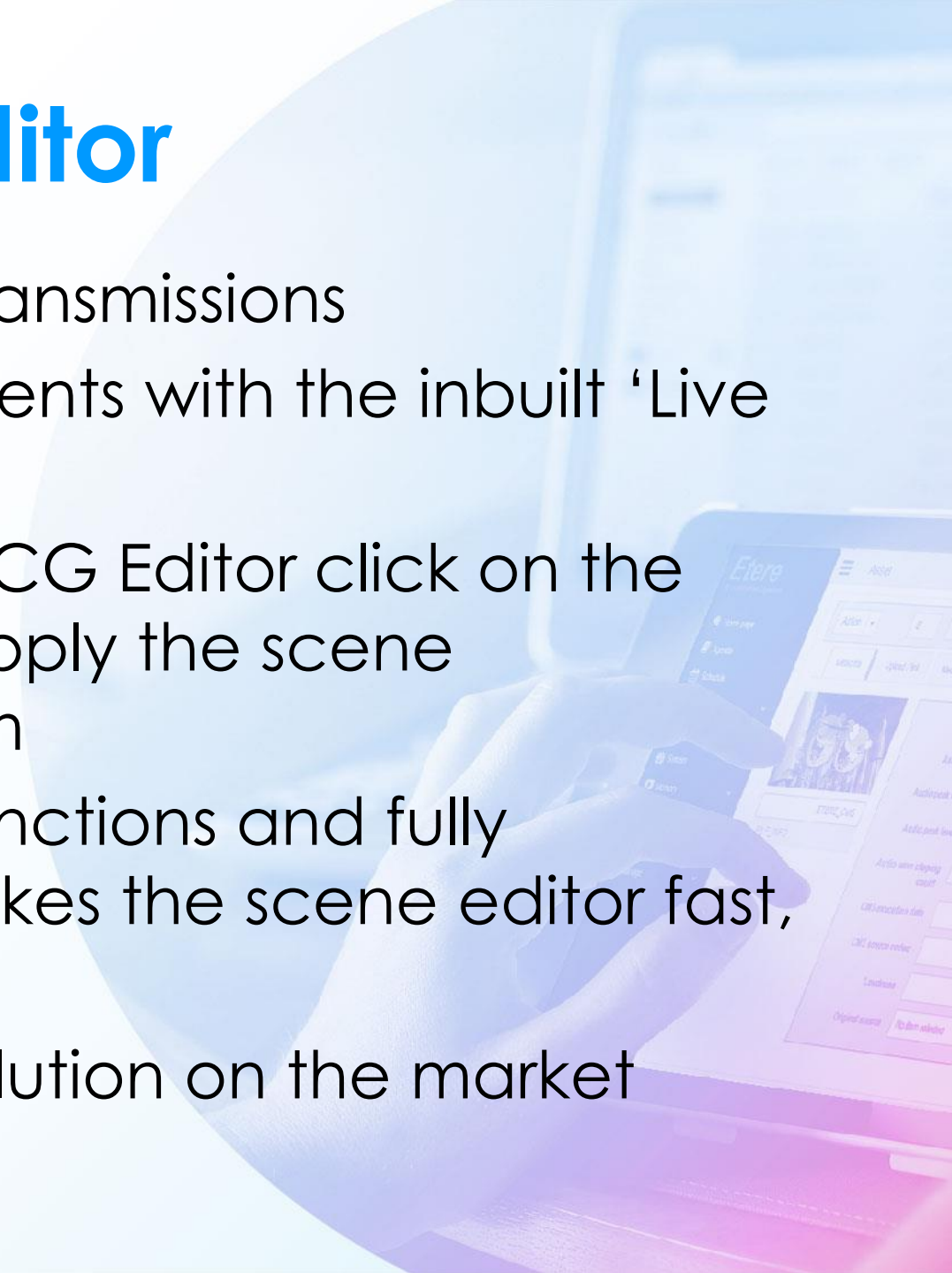
Scenes Editor

- Edit scenes from saved and live transmissions
- Preview and make edits to live events with the inbuilt 'Live Preview' window
- For each scene created with ETX CG Editor click on the corresponding scene button to apply the scene immediately onto the main stream
- Incredibly user friendly, intuitive functions and fully integrated file retrieval system makes the scene editor fast, time sensitive, and easy to use
- Most reliable and cost efficient solution on the market

Scenes Editor