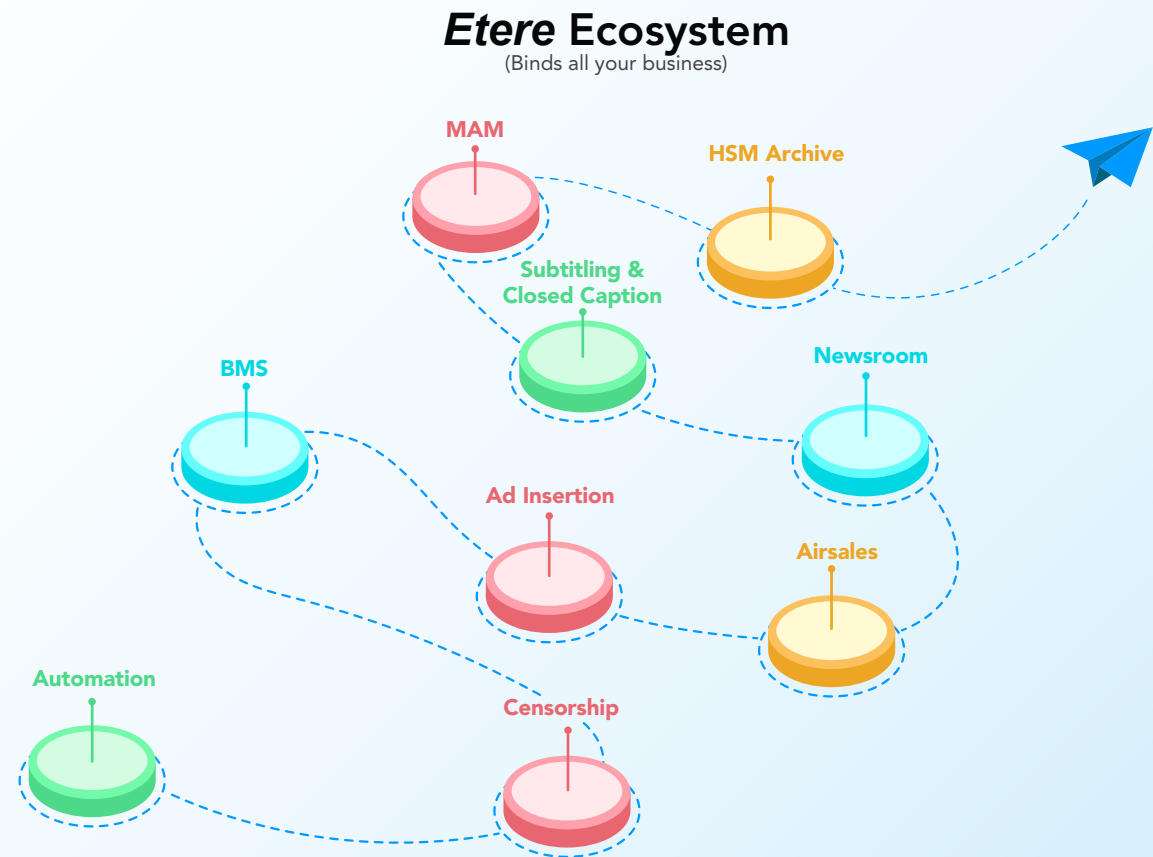# Etere

a consistent system

Media Assets Management

Etere gives you a winning edge with its fully integrative suite of MAM solutions that ensures accuracy and efficient processes in every step of the workflow. From ingest to distribution, Etere Media Asset Management orchestrates your business processes and workflows to ensure a complete integration across your media lifecycle.

Etere MAM is a highly-effective digital content management solution that is designed specifically to streamline the process of ingest, index, storage and retrieval of digital assets. The cloud-ready software solution fully optimises the value of your assets through a centralised management of digital content and associated metadata. It is designed with a distributed architecture that ensures a high level of fault-tolerance and reliability. Its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.
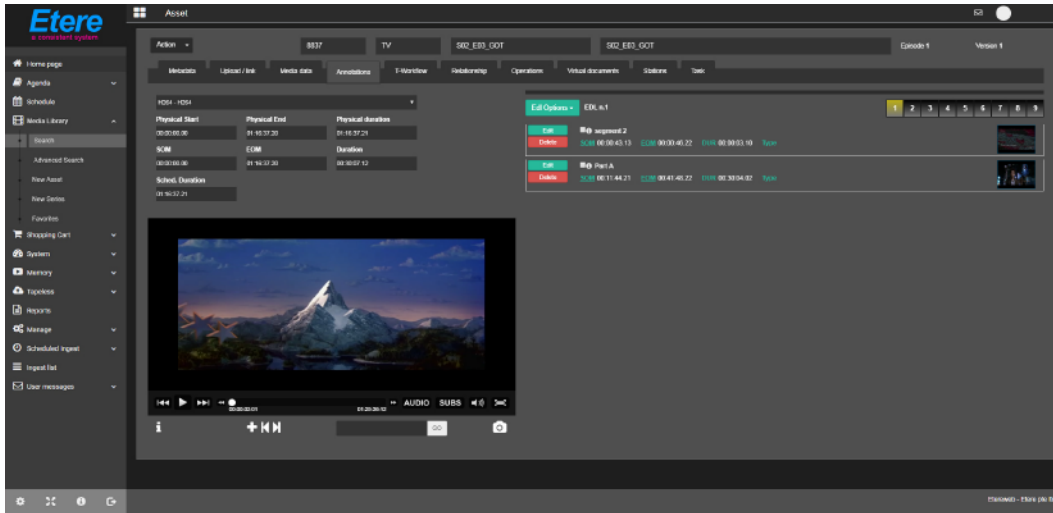
MAM

Etere MAM is an integrated framework of modular solutions that deliver all the tools you need to manage and automate a complete media lifecycle including ingest, index, storage and retrieval of digital assets. Etere MAM is an indispensable workflow orchestration that simplifies complex tasks across the entire media lifecycle.

- Cloud-ready – Able to use a combination of public and private services
- Complete modular solutions that are able to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution
- Automated content processing that is able to detect new content assets
- Automated Ingest followed by effective and integrated QC workflows
- Connect to Wowza for live and VOD content
- Generation of multiformat, multipurpose files for delivery to multiple platforms
- Automated content quality check
- Automated transfers, copy and movements of digital content via workflow
- Decode, encode, transcode, mux, demux and filter any media file
- Generate and verify the security file hash of media files associated to assets
- Rights structure to protect intellectual property including digital watermarking
- Distributed architecture, supports multiple data mover actions

Etere Ecosystem
(Binds all your business)

MAM
HSM Archive
Subtitling & Closed Caption
Newsroom
BMS
Ad Insertion
Airsales
Automation
Censorship

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MAM

Web Interface

Etere MAM provides real-time content search, retrieval, browsing and content editing on the web interface that allows you to drive your workflows no matter where you are. With a simple login, you have secured remote access to your Etere Database and Etere Cloud system from any internet browser.
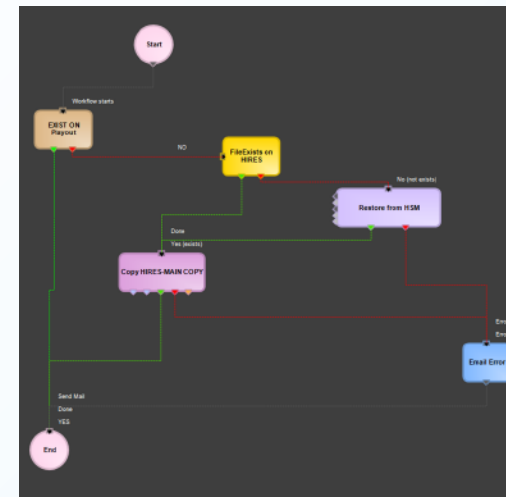

User Permission

Etere User Permission feature breaks down complex user authentication structures and allow you to manage user access easily. Even if you have multiple departments with cross-functions, each user can have a unique profile with different rights according to stations and functions. Not only that, users can also be grouped by common functions. Additionally, groups profiles and user profiles can be integrated with Active Directory for an easy management.

NLE Integration

You can access media content directly from an editing station. Etere uses Web Service technology to ensure the seamless integration with external broadcasting systems.

Workflow Designer

Etere Workflow allows broadcasting management rules to be set and the workflow tool makes it easy for anyone to design their workflows. From the workflow designer, you are able to design paths, zoom in, zoom out, restart workflow and modify the appearance of action blocks. The workflow toolset can integrate with dedicated modules of Etere system to manage your archive, transcoding and quality check.

Ingest

Assign ingest tasks automatically by workflow or manually. Once an operator is assigned an ingest task, the task is no longer seen by the other operators. The system is updated in real-time to keep your processes accurate and efficient at all times.

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MAM

Agenda

Agenda provides you with a central job repository that allows you to manage previews, approvals, asset data management, subtitling, ingest and dubbing with a single click. With Etere MAM you no longer need to crawl between applications to perform your tasks.

Resource Planning

From Etere MAM, you can generate word orders, track orders, track expenses, manage files and rights, manage resources and generate agendas. Broadcasters will get a complete integration to share and manage video, metadata, facilities, and even human resources in real-time across the entire system.

Data Mover

With Etere Data Mover, you can manage the transfer, copy and movement of digital content from one level to another based on customisable workflow rules.

Transcoder

Etere provides an encoding solution for file-based workflows that features all major format conversions required in production, post-production, broadcast and distribution environments.

Flexible Metadata

Enhance media files with the insertion of custom metadata for different asset types including comments, descriptions, images, loudness, file info, graphic type and asset status. In addition, you are able to create profiles for different groups of assets to manage multiple files in different locations effectively.

Active Directory Integration

Etere MAM comes with a complete user permission system that integrates seamlessly with Active Directory. Each user can have different permissions according to station and functions.

Quality Check

Etere MAM is bundled with a fast-performing quality check for your video and audio. It is able to detect video freeze, black frame, out of phase audio, over peak audio and loudness control.
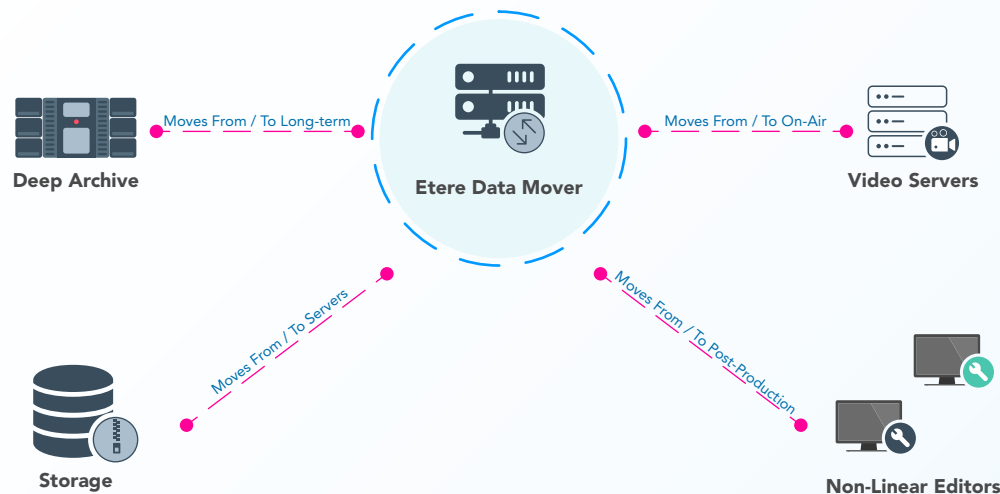
High-Resolution Player

With the integrated Etere Hi-Res software-based player, you can preview videos after running a quality control report, monitor and trim files directly after ingest, preview scheduled files before broadcast, check audio tracks and verify the aspect ratio of files, all without switching screens.

MD5 Signatures

With MD5, you can be sure that the content is exactly the same and the wrapper has no errors. MD5 ensures that the file does not change after moving, archive retrieval and moving on WAN.

Data Mover

For Windows, Web and Tablets

Deep Archive — Moves From / To Long-term → Etere Data Mover — Moves From / To On-Air → Video Servers

Moves From / To Servers

Moves From / To Post-Production → Non-Linear Editors

Storage

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