

# Etere ETX-G

Ready for New Market



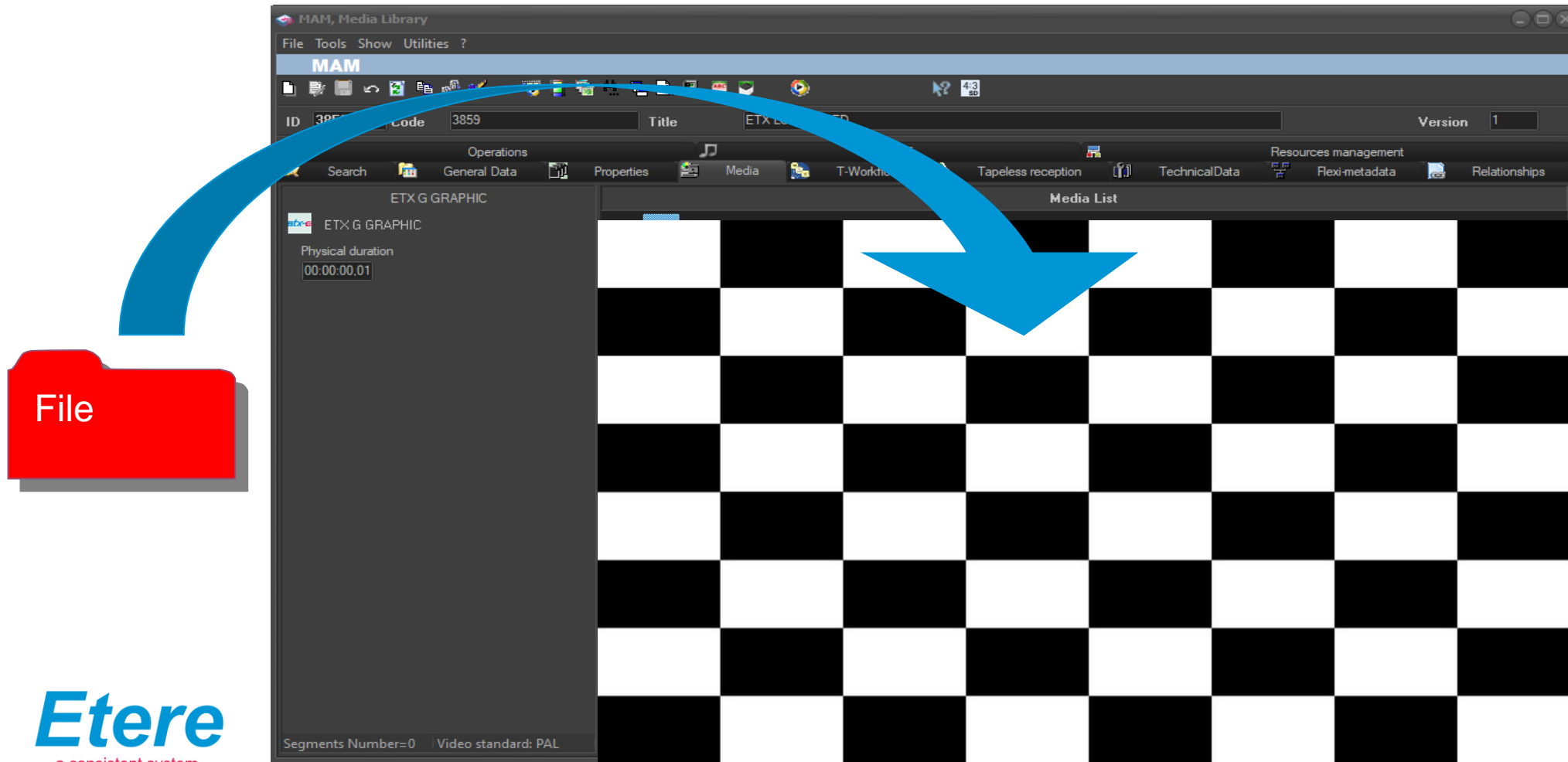
## Why ETX-G

- 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
- Full 4K, NDI, IP support and SDI connectivity

# The Idea

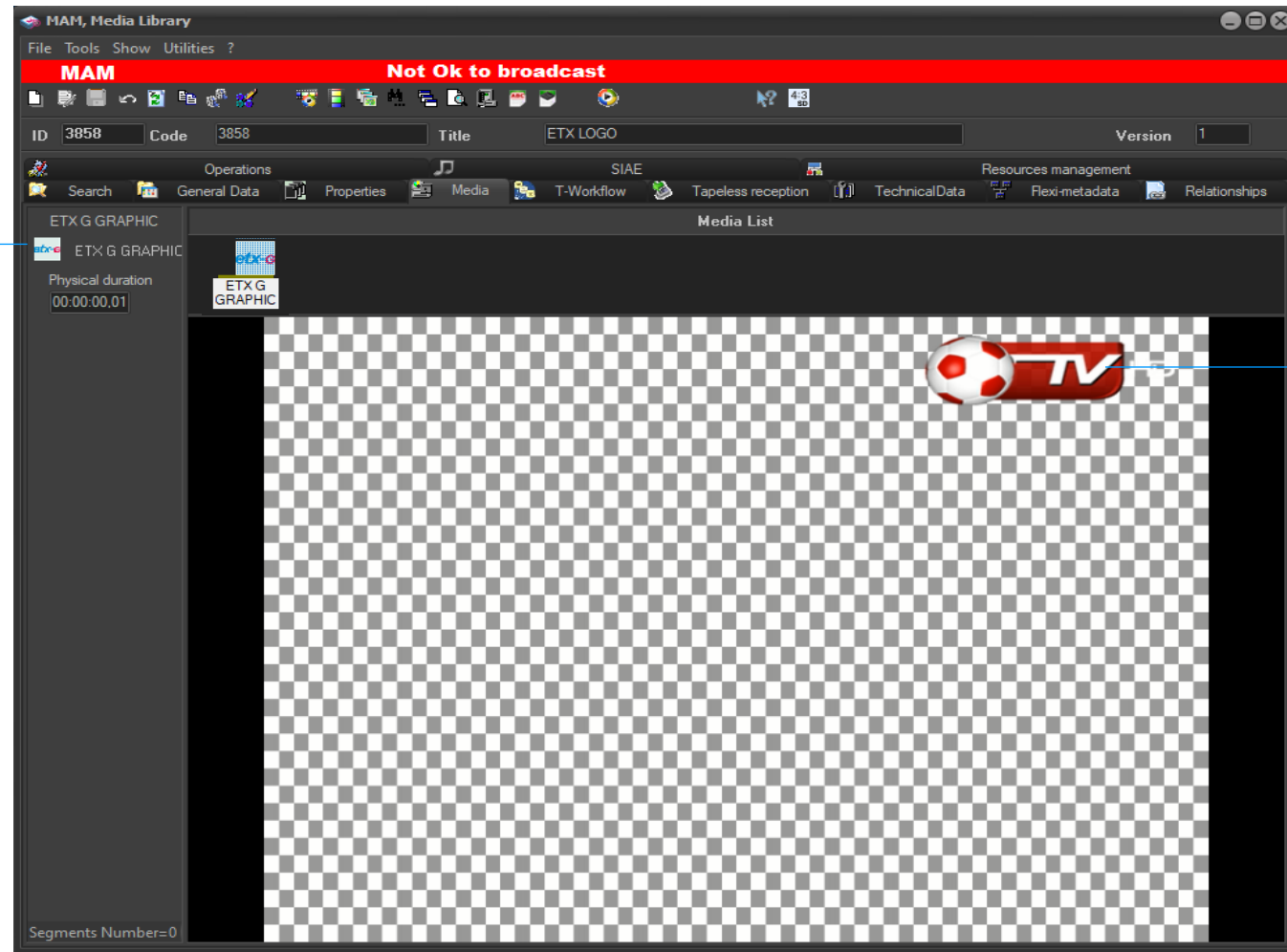
- Manage graphics as today are managed video
- Use a standard Pc to
  - Ingest
  - QC
  - Preview
- Graphics are prepared by standard tools as Adobe After Effects

# File Ingest



# Preview From MAM

ETX-G Graphic



Preview

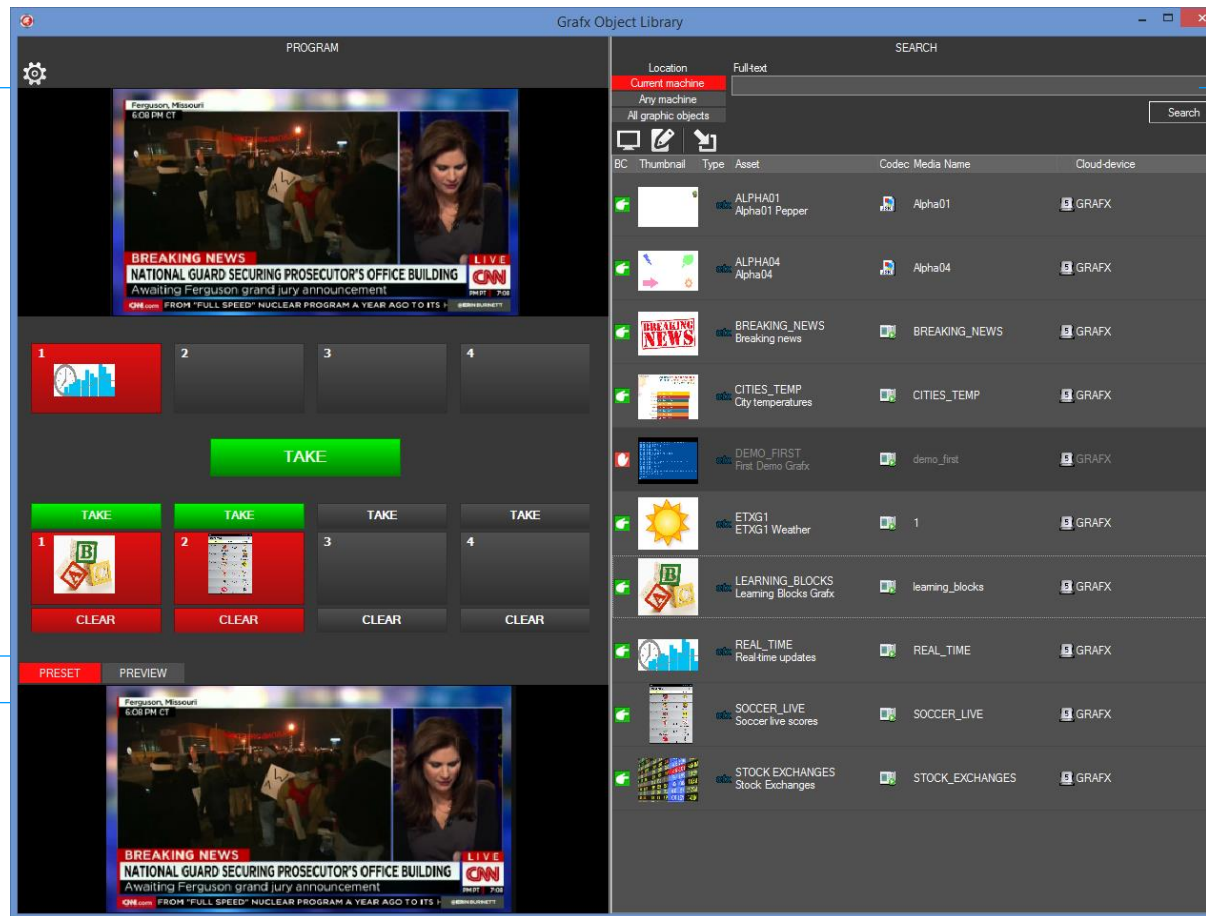
# Graphics Library

Program

Search

Preset

Preview



## 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 Data Mover workflow
- Easy multiple channels and main/backup management

STman  
Playlist

# ETX-G MAM



Play 1



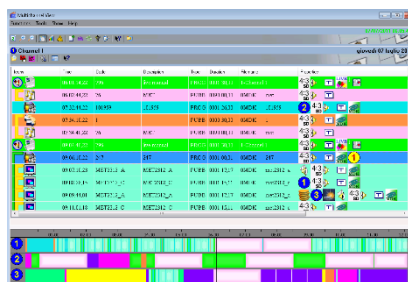
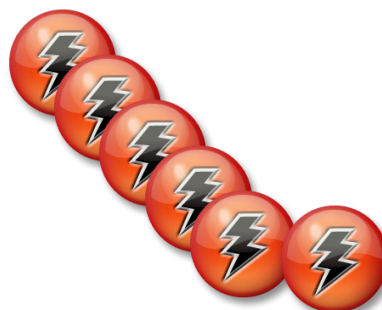
Play 2



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 ST Man Engine
- ST Man Engine is part of ETX-G
- Supports the logging of invoices for both automatically and manually triggered graphics
- Full visibility across your entire workflow

# 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

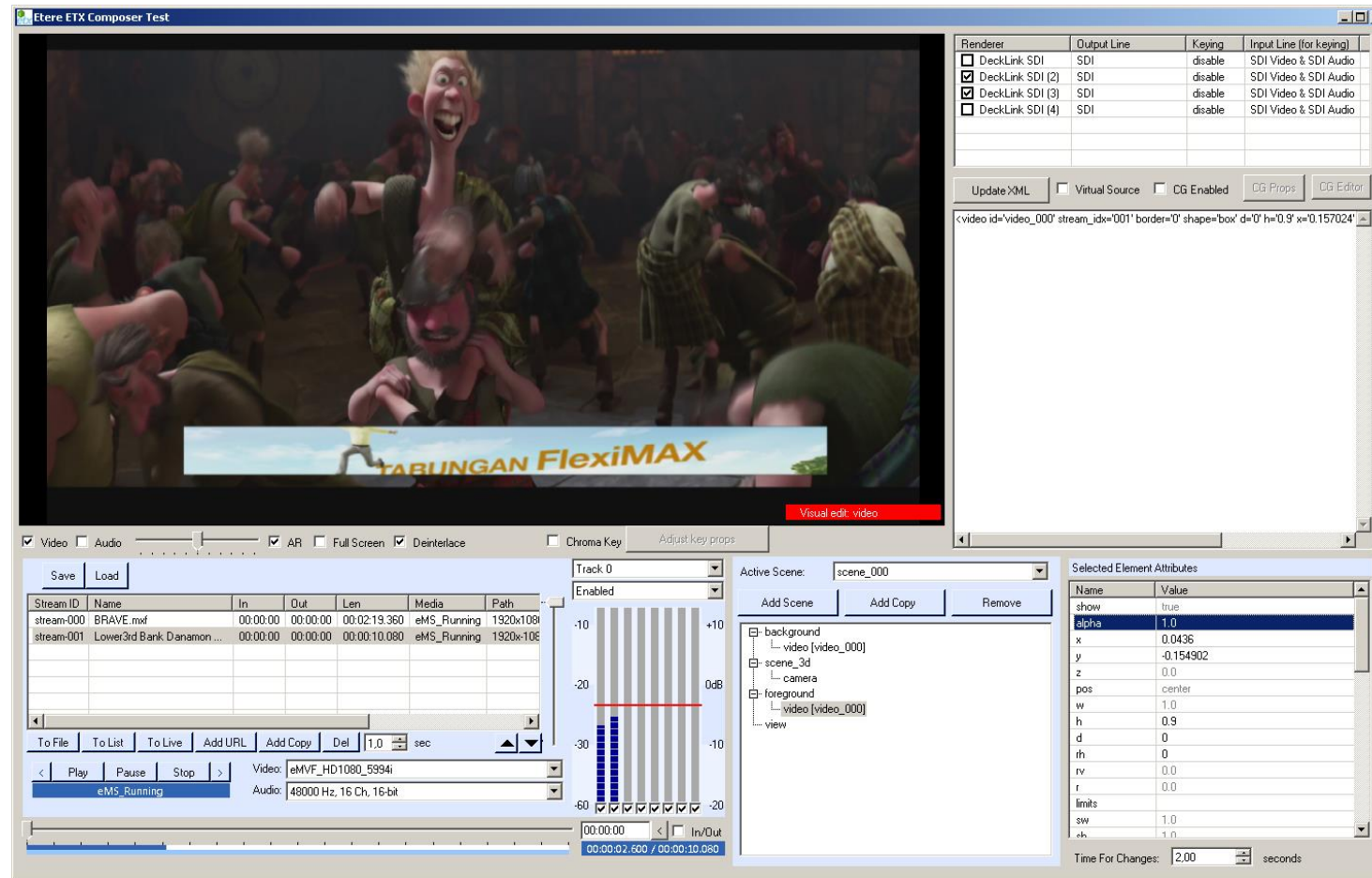
Any video without alpha

HTML5

Graphics sequence

- PNG
- TGA
- JPH

# Integrated Editing



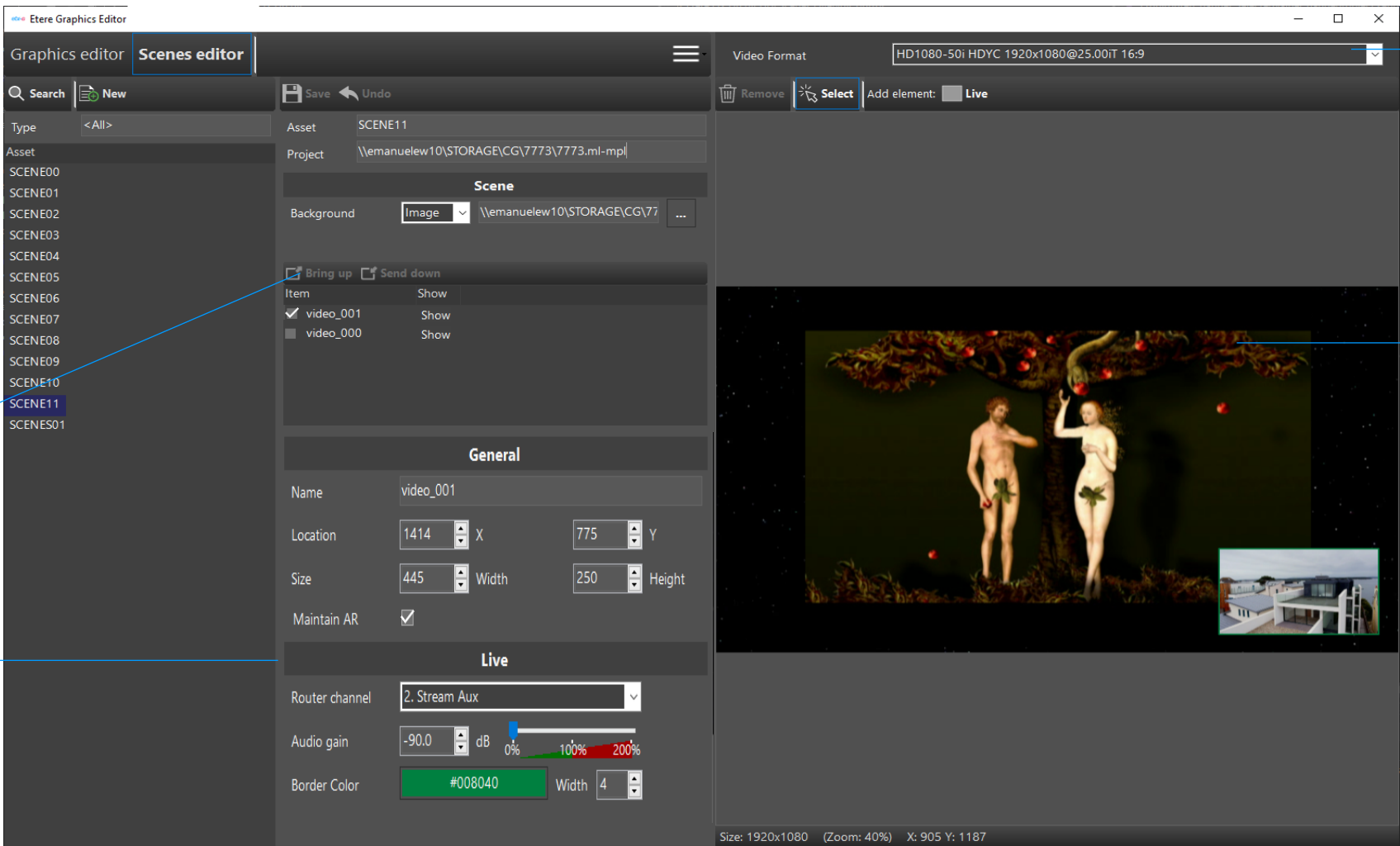
# Scenes Editor

- 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



Scene Assets

Video Clips

Insert Live  
Element to  
the Preview

Add to live

Edit Area

[www.etere.com](http://www.etere.com)

Thank you

