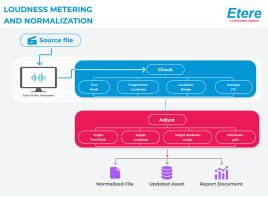


# Etere Releases Loudness Control Plugin for its Hi-Res Transcoder!

A new plugin based on MERP Cloud provides integrated, flexible and reliable loudness compliance for any media.

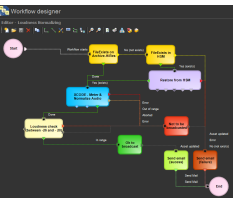


Loudness Adjustment

ETERE is pleased to announce the release of Loudness Control, the plugin that greatly enhances the capabilities of ETERE Hi-Res Transcoder and enable broadcasters, production houses and media companies to automatically measure and adjust the audio loudness of their media content.

With the Loudness Control plug-in, ETERE Hi-Res Transcoder will be able to measure and adjust the loudness of any PCM configuration, allowing users in broadcast, production and delivery to automatically prepare elements for any purpose following the audio-specific aspects of their workflows.

Following the requirements of the Etere Hi-Res Transcoder, the Loudness Control runs on any standard Windows computer and leverages the benefits of a multiple parallel processing.



Metering & Normalizing Workflow

### KEY FEATURES

Get a complete and adaptable solution to measure and maintain loudness thanks to the following capabilities:

- Automate the process of insuring loudness compliance.
- Compliant with major standards (e.g. ITU-R BS.1770-2, EBU R128 and ATSC A/85).
- Constrain costs with always upgraded software.
- Reduce manual intervention on Delivery and QC.
- Extract and rewrap containerized audio essence.
- Target values can be set for all adjustment parameters.
- Mono, stereo and multichannel PCM (up to 8 channels).
- Check Programme Loudness, Loudness Range, Maximum True Peak Level, Average Loudness ITU, Momentary Loudness and Short Term Loudness.

### MERP CLOUD

Last but not least, as usual for the MERP Cloud suite the Loudness Control plugin provides the flexibility and scalability necessary to perfectly manage the loudness of media stored in the ETERE cloud-storage, using smooth and intelligent workflows to dramatically improve efficiency by automating operations, managing resources and sharing information.



Supported formats for Loudness Control

### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

