

## Ho Chi Minh Television Upgrades to MTX

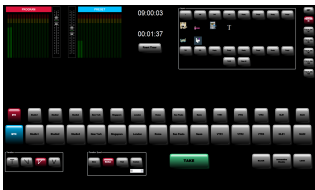
HTV has chosen to upgrade their older Seachange server to the new MTX CIB technology, in a complete Tapeless system.



HTV



HTV HQ office



NEW MTX MC PANEL



MTX system

After several years with ETERE, Ho Chi Minh Television Station (HTV) in Vietnam has upgraded their Seachange servers to a new system based on MTX.

### ABOUT MTX

MTX is an application offered by Etere to drive the most popular digital video/audio/graphics editing platforms without using any middleware or additional programs. It is not an external product and is configured in Etere programs itself. The Automation Media Manager Ingest automatically locates and uses MTX resources.

By combining the professional effects technology of industry standard codecs with an Etere system, you will be able to capture both high (HD) and standard definition (SD) formats over digital input, mix in real-time all types of footage on a timeline with more layers and/or effects, as well as parallel multi-format ingestions.

The software will allow broadcasters better integration with playout devices at a lower cost, offering them a cutting-edge product with outstanding performance, complete support and most importantly, unbeatable quality and value for money. Furthermore, some of the features of the HD-enabled software include:

- Real-time Up and Down converter
- Aspect ratio converter
- SD and HD back to back playout
- AFD information insertion
- Single price for SD or HD

### ABOUT Ho Chi Minh Television Station(HTV)

Ho Chi Minh City Television (HTV) is the national television channel of Ho Chi Minh City. HTV broadcasts in three channels namely entertainment & advertisement service and gameshow on HTV7, Kids channel programming on HTV3, information, propaganda-trend, official and analog-digital on HTV9, and HTV4. HTV also has several specific cable and digital television channels.

### GRAPHICS

- MTX allows the insertion of all standard channel branding graphics, up to 8 layers for fixed and animated logos as well as crawls
- The graphics can be imported in any standard format using Etere interface, and distributed to any Playout using Etere Media Manager
- A low res copy for preview is generated, for low-res preview
- Graphics are stored on hard drive so unlimited space
- Live signal can be passthrough to insert graphics

### SPECIAL FEATURES

MTX was chosen for its ability to run HD and SD files back to back. Users will be able to use their existing Seachange files with no conversion - what's more, it is the only server that is able to do this! HTV uses four MTX servers, with two 'in' and two 'out', connected to the mediagrid storage.

### IMPROVED CONTENT ANALYSIS AND STORAGE

Today, where file-based videos are the common standard for media workflows and where content is ingested from different sources, Etere is able to provide a solution with MTX. MTX offers a fully automated content analysis and verification system



Etere logo

that meets all QC needs required in production, post-production, broadcast and distribution environments.

The upgrade includes the expansion of file archives which ensures the easy storage of older files and enables users to build on their storage. HTV has also upgraded the HSM system that will now manage up to 500 LTO5 slots.

Last but not least, MTX comes with Etere transcoders, an embedded software that gives HTV complete control of the station's video assets. The transcoders check asset locations and ensure that devices use the correct paths to connect to devices.

#### **NEW MTX MC PANEL**

The new MTX MX panel will allow for the management of up to six TV channels and audio output control for PGM and PST. The background colour is configurable. Other features of the panel include:

- Program and preset bar
- Audio level set for every input
- Audio shuffle set for every input
- Selectable transition speed [[START IMAGE]]  
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Once again, Etere systems have streamlined productivity and improved efficiency of broadcasting. Etere: a consistent system!

#### **About Etere Pte Ltd**

Etere, a leading Italian software developer and system integrator, was founded in 1987 with the mission to design a portfolio of quality solutions for the broadcast and media industry. Committed to providing quality and service excellence, Etere has achieved great success as a worldwide leader with distribution networks in Europe, Middle East, Asia Pacific and South America. Etere's team of engineers represents a unique cross section of broadcast & IT experience. The company has its headquarters in Singapore and development centre in Italy.

