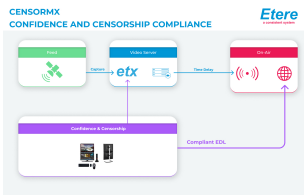


## Etere CensorMX makes Censorship Easy

Etere launches Etere CensorMX, the new, powerful and reliable censorship and time delay software that makes performing edits and changes as easy as one simple click.



Etere Censorship Diagram



CensorMX



MTX logo

Etere is pleased to announce the launch of Etere CensorMX today, our powerful and reliable Live Censorship and Time Delay platform that makes performing edits as easy as one simple click. Broadcasters can not only make their censorship efficient and fast, they can also save cost as Etere CensorMX is scalable to meet their needs, be it for a single channel or multiple channels.

### KEY BENEFITS

- No waiting times to preview content while recording, with countdown timers for alerting
- Quickly perform deletions, insertions and replacements for live and recorded video
- Easily mute and bleep audio with Mute and Bleep functions
- Integrated zero-delay preview windows
- One-click button allows you to immediately mute or black any sensitive footage (live news etc)
- Save costs as client server applications allows one single client to control multiple servers
- Timeline with markers allows you to see at a glance all edits made, with full logs
- Library allows you to quickly select any clips (including advertising spots) for rapid insertion
- Enable time delay of any duration with powerful time delay function
- IT scalability to fit any SD/HD censorship suite

### CUTTING-EDGE TECHNOLOGY

Integration with Etere MTX provides SD/HD ingest and playout empowered with graphics insertion and a "delayed ingest" feature to continuously capture feeds while enabling their delayed playback. Etere MTX2 uses only one decoder for censorship and ad insertion, enabling a smart alternation of resources between both systems. The preview windows uses Etere technology to share video with zero latency over a network, and does not use any expensive SDI I/O on the server.

### ABOUT ETERE

Etere is the leading company since 25 years ago in the project and development of the integrated end-to-end workflow solution for media stations. Etere has adapted as first in the world the revolutionary concept of MERP (Media Enterprise Resources Planning), that integrates internal and external management information across the entire organization of the TV stations such as Media Asset Management, Automation, Archiving, Scheduling, Air sales, BMS/Long term Planning, News Automation, Resources Planning and OTT Integration. Many TV stations in the worldwide has chosen Etere system to improve their broadcasting productivity.

Etere a consistent system!