

## MIXTV Upgrades with Etere

MIXTV renewed its vote of confidence in Etere with its latest upgrade of Etere Tapeless Workflow and servers.



MIX TV COMPANY LOGO

Etere announced that it will upgrade the servers and Etere systems of Brazilian television music channel, MIXTV. Back in 2009, MIXTV has chosen Etere for its implementation of a fully tapeless and file based workflow solution. MIXTV renewed its vote of confidence in Etere with this latest upgrade.

The latest installation is tailored to fit seamlessly into the architecture of MIXTV. The station's system has been integrated with Omneon Spectrum video servers to ensure a smooth transition to tapeless ingest and playout. With this new feature, MIXTV is able to control the Omneon via API instead of VDCP serial and thus reducing the preroll duration of playing a clip from 50 frames to 7 frames.

Etere's goal is to provide solutions that are able to deliver excellent performance. To meet evolving demands, MIXTV will be provided with 4 automation servers, 2 datamovers, 2 SQL database servers, 1 F90 server and 2 near line storages. MIX TV will be upgraded from Etere 21 to 26. In addition, there are plans to upgrade to SQL 2012.

With Etere 26.1, the advanced HTML 5 player and streaming server comes bundled with proxy and transcoding. In addition, Etere 26.1 will support the latest generation Linear Tape-Open Generation 7 (LTO-7) technology, driving unrivalled reliability, speed and capacity to address even the most demanding archiving needs. Etere 26.1 also delivers unmatched efficiency with a new WEB based GUI for all modules that provides superior mobility with a highly integrative system.

Etere, a consistent system since 1987!

### About MIX TV

Mix TV is a Brazilian broadcast television music channel aimed at young people. The channel is owned by Grupo Mix de Comunicação, which also owns the Mix FM radio station. Mix TV is run by Fernando di Genio Barbosa and had first aired in January 2005.

Mix TV has established 20 retransmitting stations across the country covering 38 million inhabitants; the station operates three channels, MIX, RBI and SKY, with programming that is mainly divided into themed blocks dedicated to both musical and telesales content.



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## About Etere

Etere was founded in 1987 and it remains the only company to offer an end-to-end workflow solution for any broadcast and media company. Etere's team of engineers represents a unique cross section of broadcast & IT experiences. Etere is the Italian word for Luminiferous aether, which explains the wave-based light that has the unique ability to penetrate empty spaces, something which is not a common property of waves. Similarly, Etere Pte Ltd represents the commitment to deliver and achieve exceptional excellence backed by its mark of quality, consistency and reliability. Etere has achieved great success as a worldwide leader with expansive distribution networks in Europe, Middle East, Asia Pacific and South America. The company has its headquarters in Singapore and a dedicated development centre in Italy.

