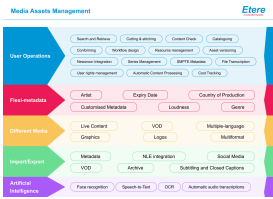


# MAM FOR GRAPHICS

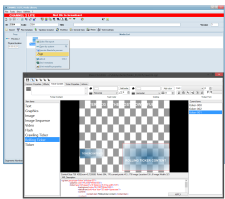
An integrated commercial graphics management solution with a connected workflow at its core empowers broadcasters to manage all stages of the workflow in real-time.



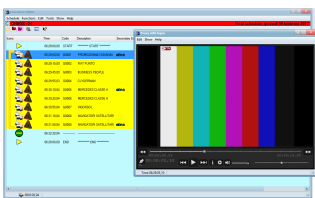
Etere MAM



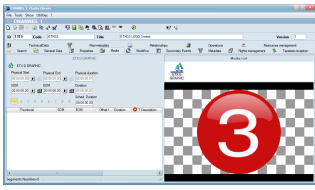
ETX-G



ETX-G Preview



Screen of ETX-G Executive Editor Preview



ETX-G

Etere MAM (Media Asset Management) for graphics solutions empowers broadcasters to manage in real-time, the end-to-end process of preview, invoicing, approval and scheduling. With its seamless integrations, Etere solutions improves efficiency, streamlines operations, connects resources across the entire workflow and results in an overall reduction in manual operations.

### **MAM Library and Preview in Real-time**

It comes equipped with a MAM library that organizes all the available graphics in one location and improves operational efficiency when searching for an image. Users can preview real-time graphics with visible alpha channel in asset form, without dedicated hardware and make some adjustments on the graphics directly. It also includes an efficient archive management system for all graphics databases using Etere HSM.

Users can view the graphics preview with every schedule in Executive Scheduling in real-time without exiting the screen, thus simplifying the graphics planning process.

Graphics can be imported from any format. Etere supports TGA and SWF but also IT formats such as PNG, JPG, and BMP. Static, moving, and dynamic graphics can be managed together. Users can also create graphics assembled from different files, including crawl and roll.

### **Approval and Management**

The approval and management workflow of graphics is highly simplified, and every graphic item can use the same workflow level as standard video items. This is important, especially when the graphics contain paid advertising that can be scheduled and invoiced using ETERE Airsales for automatically and manually triggered graphics, as easily as any other traditional video footage.

### **Etere ETX-G**

ETX-G is a graphics playout software. It comes together with MAM for graphics. Key features include:

- Full 4K, IP support and SDI connectivity
- Supports multiple uploads and layers of graphics, squeeze, text crawlers, flash graphics, logos
- Pre-set, preview and program allow preliminary checks of graphics before playout without dedicated hardware
- Allows instant addition or deletion of graphics anytime before playout
- Supports single Flash Swf projects
- Ability to link up graphic objects such as texts, videos and pictures to multiple data sources
- Multiple video card compatibility with a single output
- Supports popular graphics editors such as Adobe
- Load balancing capabilities for a fault-tolerant and fault-resilient performance
- Graphics engine that enables overlay of static/animated logos and crawlers

### **Etere Resource Management**

Etere Resource Management is the solution that manages all broadcast-related activities. It helps media companies improve efficiency and profitability and enables them to design new optimized structures when required.

### **Etere T-Workflow**

Etere T-Workflow Orchestration is a complete solution that empowers broadcasters with the software tools to understand, optimize and orchestrate workflows across the end-to-end media lifecycle.

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)

