

TVB Europe "ETX-G: New approach to managing graphics"

TVB Europe features article on Etere. Launched at IBC is ETX-G, commercial graphics management software with a new workflow which Etere claimed overrides any other graphics system on the market.

The logo for TVB Europe, featuring the text "TVB" in a bold, black, sans-serif font, followed by "Europe" in a blue, sans-serif font.

TVB Europe

The logo for ETX-G, featuring the text "etx-g" in a stylized, lowercase, sans-serif font. The "etx" is blue and the "g" is red, with a horizontal line separating the two parts.

ETX-G

Launched at IBC is ETX-G, commercial graphics management software with a new workflow which Etere claimed overrides any other graphics system on the market. It boasts an efficient archive management system for all graphics databases, combined with an 'intuitive' user interface that enables SDI-supported, real-time previews and graphics media management.

Features include a multi-channel media manager with automatic graphics detection, version control, workflow management and a range of software support, including graphics editors from companies such as Adobe.

The integration of ETX-G with Etere Airsales supports the logging of invoices for both automatically and manually triggered graphics.

Once the commercial graphics invoices are approved, users are able to send real-time information directly to Etere ETX for editing of multiple layers of graphics, squeeze, 3D graphic animation and flash graphics.