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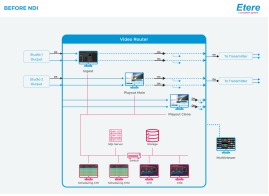
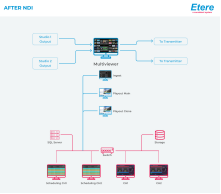
Etere Launches Full IP Playout with ETX-M Multiviewer

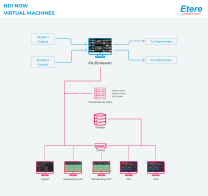
Etere Full IP Playout with ETX-M Multiviewer does not require SDI hardware and cost lesser than traditional solutions. Leverage the benefits of Etere with savings of up to 50% in hardware and maintenance costs.



Traditional workflow



IP Playout with IP Multiviewer



Virtual Machines

The logo of ETX-M

Stay Ahead with the Move to IP Now
Etere allows you to leverage the benefits of IP now. Although SMPTE2110, Aspen and AIMS are not available yet, Etere is ready to bridge the gap now with its full IP solution that includes Etere ETX-M Multiviewer. Unleash the benefits of a solution that is adaptable, flexible and helps you to save up to 50% in costs. Etere prepares you not just for the technology of today but also for the demands of the future as well.

Before: A Traditional and Expensive Solution
In a traditional SDI setup, integration is complex and hardware costs are high. Hardware requirements include a video router, multiple cables, frame synchronizers and distribution amplifiers to complete a IP playout. All parts from different companies require spare parts, product support and testing. ETX-M IP Multiviewer connectivity also requires an external device for loudness display and normalization. Additionally, virtual machines are not supported in the traditional SDI setup. It is not future-ready, as moving the SDI to SMPTE2110 or ASPEN or AIMS does not resolve the need for special Ethernet interfaces, 10g of cables and SDN special Ethernet switch.

After: Etere Full IP Solution
Etere has supported Newtek NDI technology since 2014 when its IT-based channel-in-a-box system, **Etere ETX** was integrated with support for NDI. Over the years, Etere has acquired strong expertise and market support for its IP compatibility. With Etere, the setup is simple and costs are reduced by up to 50%. SDI hardware is not required and cables are not required for resolution of up to 4K. Users only need standard IT servers. Additionally, Etere reduces integration problems as it is able to manage ingest, playback, graphics archive and newsroom without a need for third-party integrations.

- Easy as it requires only standard Gigabit cables
- Inexpensive and low TCO, requires only common IT components
- Flexible
- Ready for Virtual Machines and Cloud
- Open to the future, it manage SD/HD/4K signals without any changes
- Redundant with the use of standard IP adapters

Now: Ready for Virtual Machines (VM)
Etere IP technology supports Virtual Machines (VM) for any scope and it allows you to use VM everywhere. Only the ETX-M Multiviewer requires the SDI cards. Users can access a virtual environment to manage their Media Asset Management (MAM), ingest, transcoding and playout, with savings of more than 50% in the hardware and maintenance costs.

Etere ETX-M Multiviewer
Etere full IP solution includes Etere ETX-M Multiviewer, a software that allows you to manage and adjust up to 9 monitors and 30 sources simultaneously. Etere ETX-M Multiviewer is also embedded with **Etere ETX Legacy Converter** which converts SDI in and SDI out in Network Device Interface (NDI) streams with very low CPU impact. It is able to manage multiple channels simultaneously, limited only by the Network interface speed that it is on. With technological advances and the availability of very fast network interface speeds, Etere full IP solution is capable of speeds faster than traditional SDI deliveries.

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NewTek NDI

What is Newtek Device Interface (NDI)
Network Device Interface (NDI) is a royalty-free standard developed by NewTek that enables multiple video systems to identify and communicate with one another over IP as well as to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real-time, making it suitable even for live production environments. NDI is designed to run over existing 1 Gigabit networks allowing easy adoption of the protocol without the need for new infrastructure. This is achieved through the use of video data compression with the NDI codec which delivers 1080 full HD video at VBR data rates typically around 100mBit/seconds.

With Etere, you can leverage the advantages of IP solution without expensive investments. With its streamlined delivery, agility and powerful features, Etere full IP solution is also less costly to implement and maintain than traditional media.

To know more about the benefits of Etere solutions, please drop us an email at **info@etere.com**.

For more information, visit **NewTek NDI**. **#NDIcentral**

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.
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