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HEVC/H.265 Free Upgrade on Etere 27.3

From Etere 27.3, Etere ETX supports HEVC/H.265 encoding and decoding. Etere users can expect higher precision and twice the compression efficiency with this free upgrade.

Content + Technology

Etere logo

Please view the attachment for the full article which was featured on Content + Technology on August 09, 2017.

Etere 27.3 launches Etere ETX with HEVC/H.265 encoding/decoding, the most advanced video compression standard, including H.265 4K YUV 4:2:0, 4K YUV 4:4:4 and 4K Lossless. HEVC/H.265 is the newest video compression standard set to bring a range of benefits such as the capability to produce improved video quality at the same bit rate and support for resolution up to 8192 × 4320, including 8K UHD. With the compatibility, Etere's customers are equipped with more options to choose from.

Etere ETX is a 4K-ready Channel-in-a-box with full IP in and out capabilities. It is capable of a wide range of features including live subtitling, SDI output, multiple layers of 2D/3D graphics, logo insertion, flash as well as live subtitling support.

With the upgrade, Etere ETX is able to provide twice the compression efficiency of the previous standard (H.264). Users can leverage this advantage in two ways, either the allowing video to be compressed to a file that is about half the size of AVC or compressing videos to the same file size as AVC but with significantly better visual quality.

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.