

## TVRI -Indonesia Upgrades its Graphics Animation Systems

Indonesia's state-owned TV station, TVRI, has once again selected Etere ETX-G for its graphics MAM capabilities and live graphics playout integrated in the airsals system.



Etere logo



TVRI Logo



Asia Pacific Broadcasting Union



Etere ETX-G Logo

For the full article which was feature on the Asia Pacific Broadcasting union website, please view the attachment.

Since 2005, TVRI has consistently improved the management of its broadcast systems. Televisi Republik Indonesia (TVRI) is a state-owned television station and the only broadcaster in Indonesia with national coverage. Once again, TVRI renews its confidence in Etere with its addition of Etere ETX-G for the management of its commercial graphics workflow.

Etere ETX-G is a 4K--ready professional commercial graphics playout software that enables SDI-support, real-time previews, instant addition and deletion of graphics anytime before playout. Its powerful features within a simplified software framework allow it to be easily deployed, commissioned and maintained. TVRI leverages the benefits to manage its live graphics playout with Etere Airsales integration for a more accurate invoicing process.



## 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.

