

U-Life Upgrades with Etere Automation

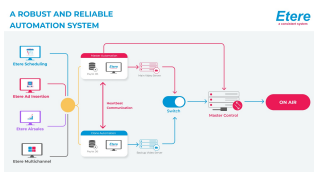
U-Life, a home shopping television network based in Taipei, Taiwan and a long-time customer of Etere has selected Etere Automation to manage an additional five channels.



Etere logo



Building of U-Life



Etere Automation diagram

Leading Taiwanese shopping channel, U-Life has been a customer of Etere since 2010 when it selected **Etere Automation** for the playout of five cable channels. With the streamlined efficiency of Etere workflow, U-Life has once again renewed its vote of confidence in Etere with an upgrade of Etere Automation to support the playout of 5 additional channels, bringing the total number of channels managed by Etere to 10.

Etere Automation is a part of **Etere Media Enterprise Resource Management (MERP)** framework of software solutions that are capable of managing complete broadcasting workflows of any scale. As a highly scalable system, Etere MERP equips U-Life with the flexibility to scale according to their dynamic requirements.

The installation of Etere Automation equips U-Life with an integrative and complete caching environment as well as a reliable playout solution to manage all of its automation needs. Etere Automation also allows U-Life to transmit streaming events with real-time device control. It is able to transmit streaming events according to videosever capabilities, play in A/B switch modes and control devices remotely using network, serial and GPI connections.

The station relies on Etere Automation for the management of all of its channels' schedules including secondary events such as logos and transitions. Backed by a database-independent architecture, users at U-Life are able to configure different modes of fault tolerance, including Backup Mode, Master and Clone Mode and Disaster Recovery Mode. For an enhanced level of fault tolerance, Etere Automation is also designed to assign one automation to control only one independent video router for a highly fault-resilient performance.

With the installation of Etere Automation, U-Life users are empowered with a streamlined delivery to bring content to markets at a faster rate.

About U-Life

U-Life is a home shopping channel based in Da'an District, Taipei (Taiwan). It is a sister TV station of the Eastern Home Shopping (EHS). In 2010, U-Life channel was launched to cater for the domestic TV shopping market. U-Life incorporates a convenient and affordable shopping experience for consumers through the use of TV, video and the internet to promote their shopping platform.



<http://www.u-mall.com.tw/>

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

