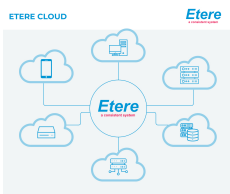


## Etere Launches Playout Channel in the Cloud

Etere Channel-In-a-Box is cloud-ready, this is a free upgrade for all users on the Etere support contract, enabling greater flexibility at a lower cost.



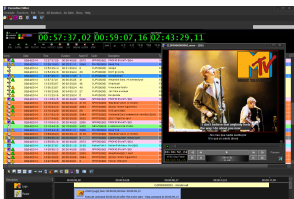
Etere logo



Etere Cloud diagram



ETX-M Multiviewer



Preview from playlist

Etere has launched a new solution, Channel in the Cloud, which provides strategic value to broadcasters, TV stations and media companies of all sizes. The accessibility of the cloud has led to an evolution of broadcast with an increasing number of media companies moving to the cloud to leverage the advantages that it offers.

With Etere Channel in the Cloud, users can have the same delivery model as satellite but at a fraction of the cost. Its easy accessibility and scalability is big advantage. With an internet connection, users can access their data from any location, breaking the boundaries of working only within the confinements of an editing office or TV studio. With cloud delivery, users can add channels without a corresponding increase in system or operating costs. The powerful capabilities of Etere Channel in the Cloud empowers users with the most efficient tools to stay on top of market demand in this ever-changing media landscape.

### Key Features

- Time delay
- Disaster recovery
- As-run output file
- With full IP inputs and outputs
- Live playlist and live monitoring
- Cloud Storage with automatic file sync
- Cloud transcoding/transfer with Multiplex
- Segment and edit clips directly from the cloud
- Full SD and HD broadcast quality of 480i, 720p, 1080i and 1080p
- CEA 608/708 closed caption support for both live and file sources
- Supports IP Multiviewer for up to 9 display monitors and 30 input sources
- Playlist preview and scheduling for both automatic and manual insertions
- Costs are significantly lower than that of standard playout solutions
- Network providers can launch a channel in the cloud easily without satellite video system setup and hardware complexity
- No need to send affiliates playout servers when channels are launched in the cloud
- Broadcasters can launch separate or sub-channels for different regions or headend which can also serve as revenue generators
- Channels can be controlled from any location with an internet connection
- Manage CG insertions including logos, crawlers and animated graphics directly from the cloud

We welcome your questions or feedback! Please write to us at [info@etere.com](mailto:info@etere.com)

## 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 are 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, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

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