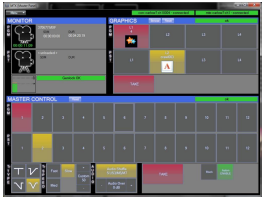


Etere announces support for Apple ProRes codec

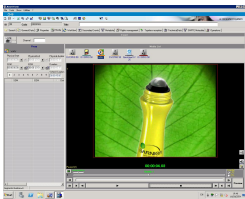
Etere today announced support for the Apple ProRes codec across all of its media solutions, including: ProRes Standard and ProRes HQ, Etere MTX and Etere MTX Master Control



MTX Master Panel



ETERE MASTER CONTROL



Transcoding GUI with Etere

Etere products offer the industry's widest range of format support, allowing broadcasters to efficiently ingest, transcode, catalogue, edit, compose, playout and archive a broad selection of media.

The ProRes format is widely used for editing across the broadcast industry, and Etere systems support ProRes in SD and HD resolutions for ingest and playout. ProRes joins a long list of supported formats including MPEG-2, DV 25, HDV, DVCPRO, DVCPRO 50, DVCPRO HD, IMX30/40/50, XDCAM EX, XDCAM HD, AVC Intra, AVCHD, H264, VMW, DNxHD, and much more.

"Etere is committed to improving the efficiency of broadcaster workflows through ongoing format support," said Fabio Gattari, President of Etere. "The implementation of ProRes support enables broadcasters to build a robust workflow and archive their media without unnecessary transcoding."

ProRes codec support will be available from April 2012 as part of the Etere 22.5 free upgrade.