

Etere and XOR Media deliver channel-in-a-box

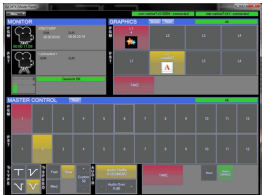
Etere MTX IT-based playout runs XOR servers and storage infrastructure



The logo of IBC 2012



Xor media



MTX - Main Console

Etere, the pioneer of IT-based playout, is a worldwide provider of highly integrated software solutions for an easy management of all the functions of a media company, designing more efficient workflows and improving the system scalability. Etere MTX has been modified and tested to run inside XOR Media servers and storage architecture for an innovative "channel in a box" playout. With this partnership, the selected XOR Media hardware simplifies any broadcast workflow due to its integration with the MTX playout, graphics and master control functions, thus forming a "channel in a box" solution. This solution makes the open architecture standard of MTX able to integrate also legacy devices to improve the scalability and expansion of the platform with more third-party best-in-class tools. Etere MTX, inside XOR becomes a complete IT-based playout with integrated graphics, built-in master control technologies and total storage management. The management of Logo insertions and CG overlays are also integrated in Etere Automation. Etere delivers comprehensive codec support, besides DV DVCPRO MPEG it also adds MOV, AVI WMV and ProRes. Powerful master control functionalities are also brought including touch control and router control for handling unlimited inputs.

MTX is an SD/HD platform with integrated up and down conversion and capable to capture HD or SD video plus video proxy at the same time, all this with a single price for either SD or HD.

Implementing this Etere solution requires only a video card with 1 input and 2 outputs to deliver the full Master Control functionalities, thus becoming a really cost effective system able to work in SD and HD without any additional cost.

Furthermore, due its reduced cost all broadcasters can get a fully redundant master control based on a main/clone approach that makes backup resources work at the same time in a full fault tolerant chain. At the core of the offered solution is Etere MTX, a fully digital ingest/playout solution which works along with efficient file-based broadcast workflows for capturing either scheduled or manual video contents from any feed, delivering them automatically including brand logos, animations and text crawls.

Etere MTX is not a simple video device but an integrated system able to manage video, with it video management, media asset management and automation can now finally use the same framework. MTX capabilities make the traditional IT based Playout an old concept, using XOR MediaClient 8200 (MCL 8200) MTX is capable to deliver up to 12SD or 11HD channels in a 3RU footprint. Connected with the high-performance shared XOR Universal MediaLibrary storage MTX accesses all stored content and simultaneously streams hundreds of channels in real-time over IP network.

"With its IT-based architecture, simplified system design, and free upgrade policy, Etere MTX is a long-term solution for playout," said Fabio Gattari, president & Asia Pacific sales, Etere. "We believe that the XOR platform is built on the same concept, with its open standards, scalable components, and shared cloud architecture; an integrated solution like ours reduces capital expenditure as it can last a very long time", commented Mr. Gattari.

"The robustness of XOR broadcast servers and storage and its open IT standards make the bundling of our products with Etere MTX a very unique, innovative, and cost-effective solution for new and already established broadcasters," said Stephane Jauroyou, vice president for worldwide sales, XOR Media. "With Etere's MTX application, broadcasters and content producers now have the ideal combination to support premium channels as well as new thematic channels in a common platform", added Mr. Jauroyou.

Please feel free to visit the Etere Stand 8.B89 for information about the new Etere solutions designed for broadcasting professionals and media company. Our Sales Team will be glad to offer you a special custom demo on hot products and solution topics.

It's worth mentioning that XOR Media will be at booth 6.C29 in the same show. We look forward to see you at IBC!