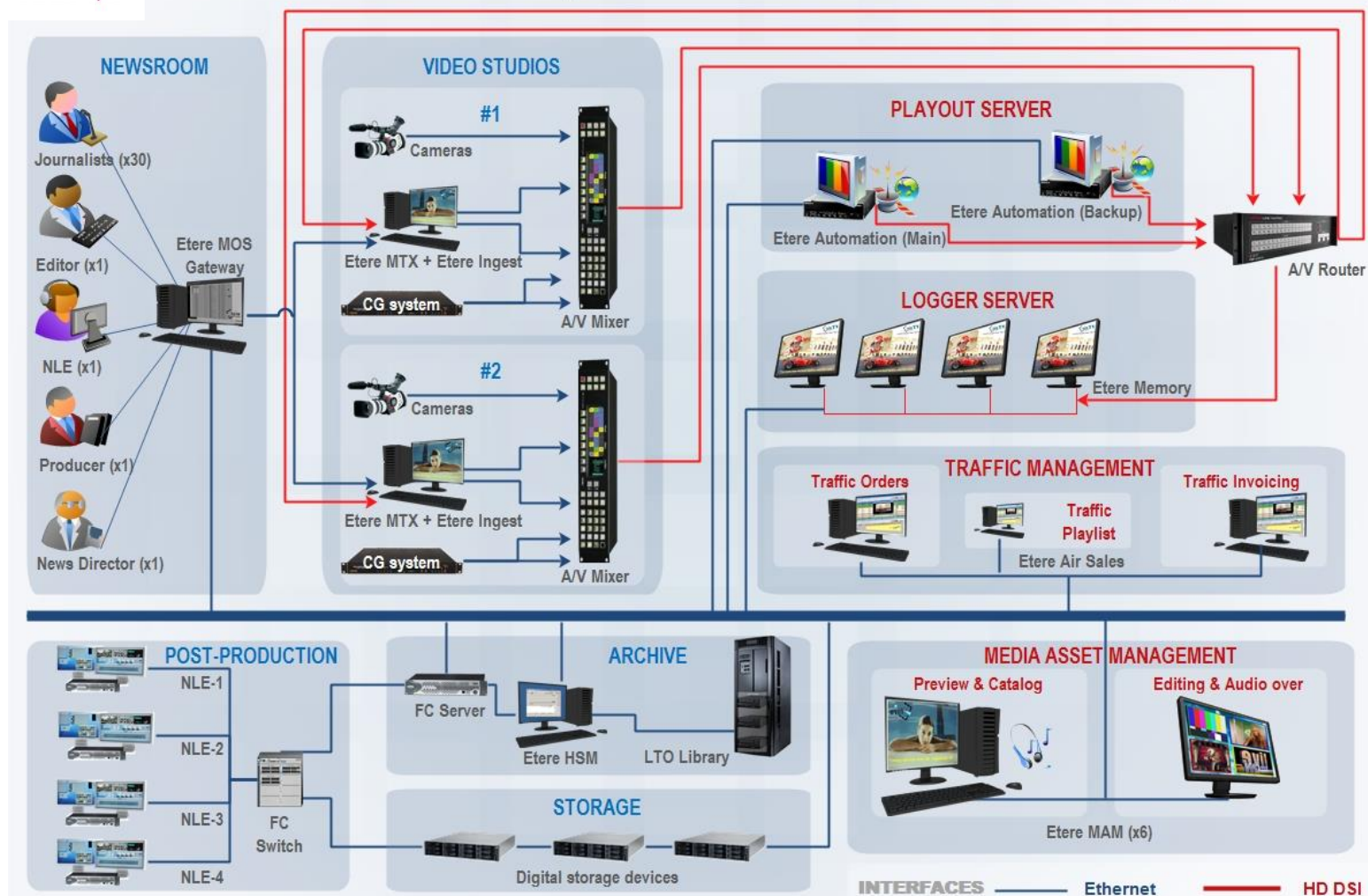


Technologies for the News and Newsroom Integration

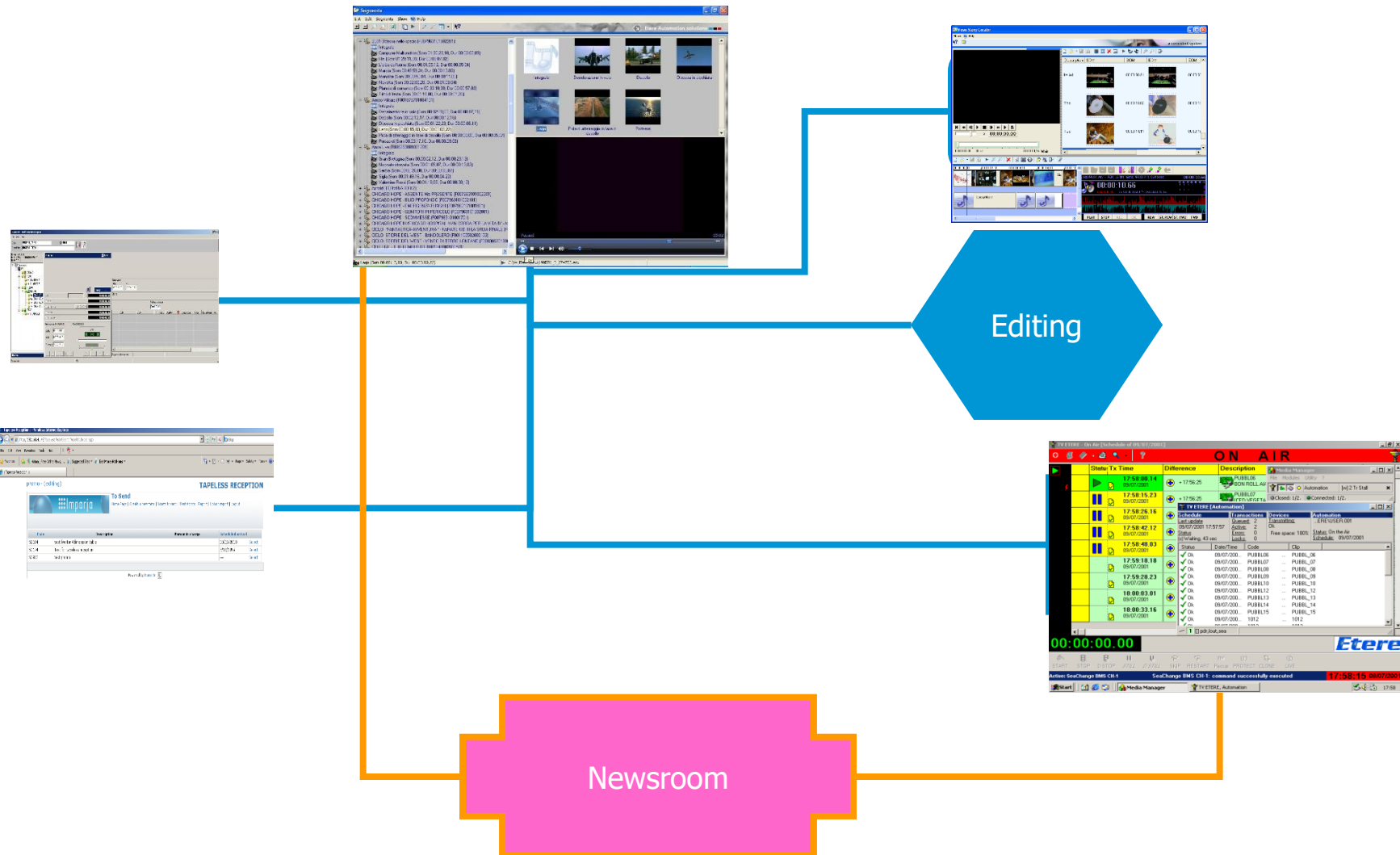


Etere Media Asset Management and Newsroom Integration

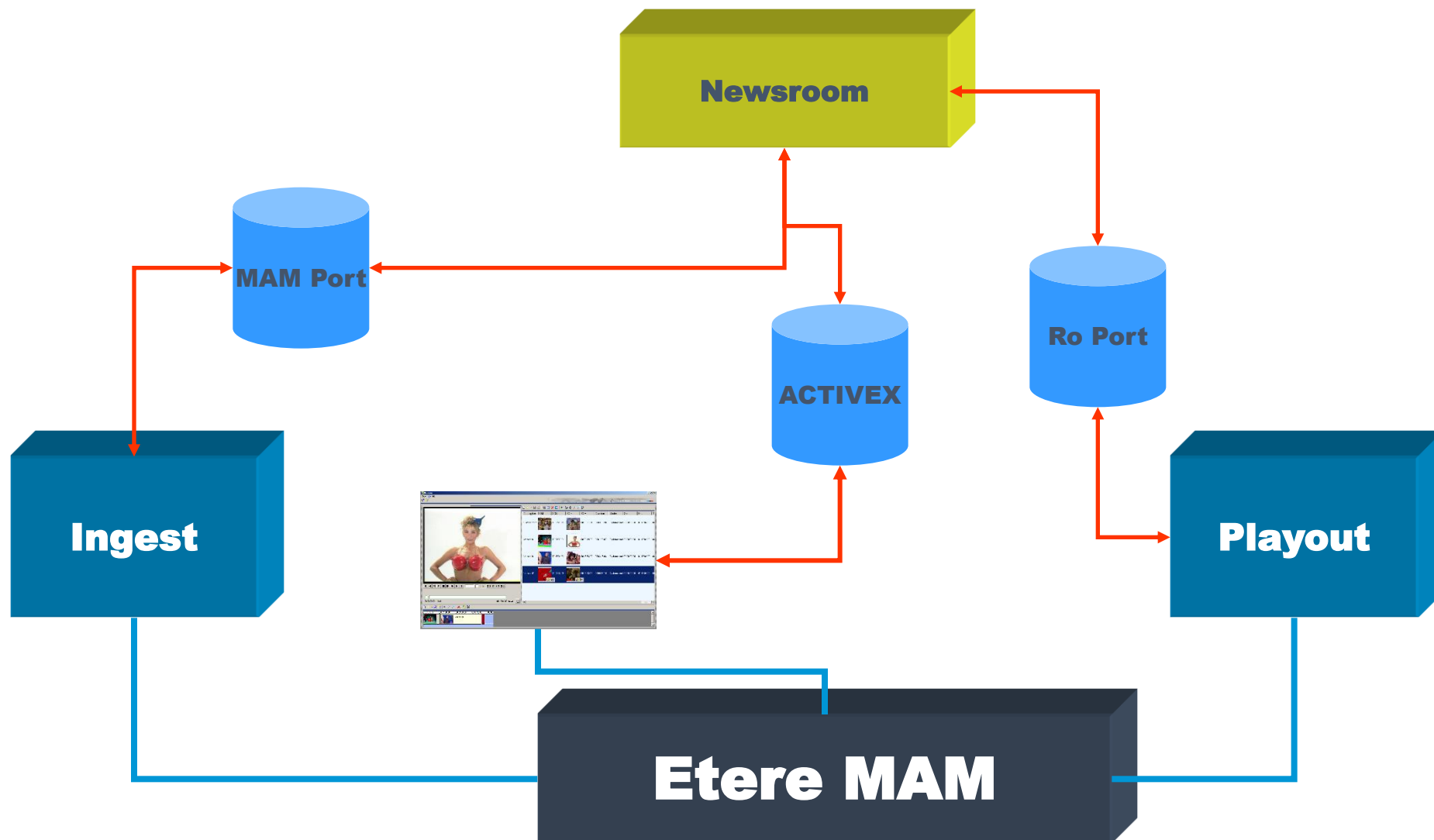
a consistent system



Newsroom Integration



Newsroom Integration



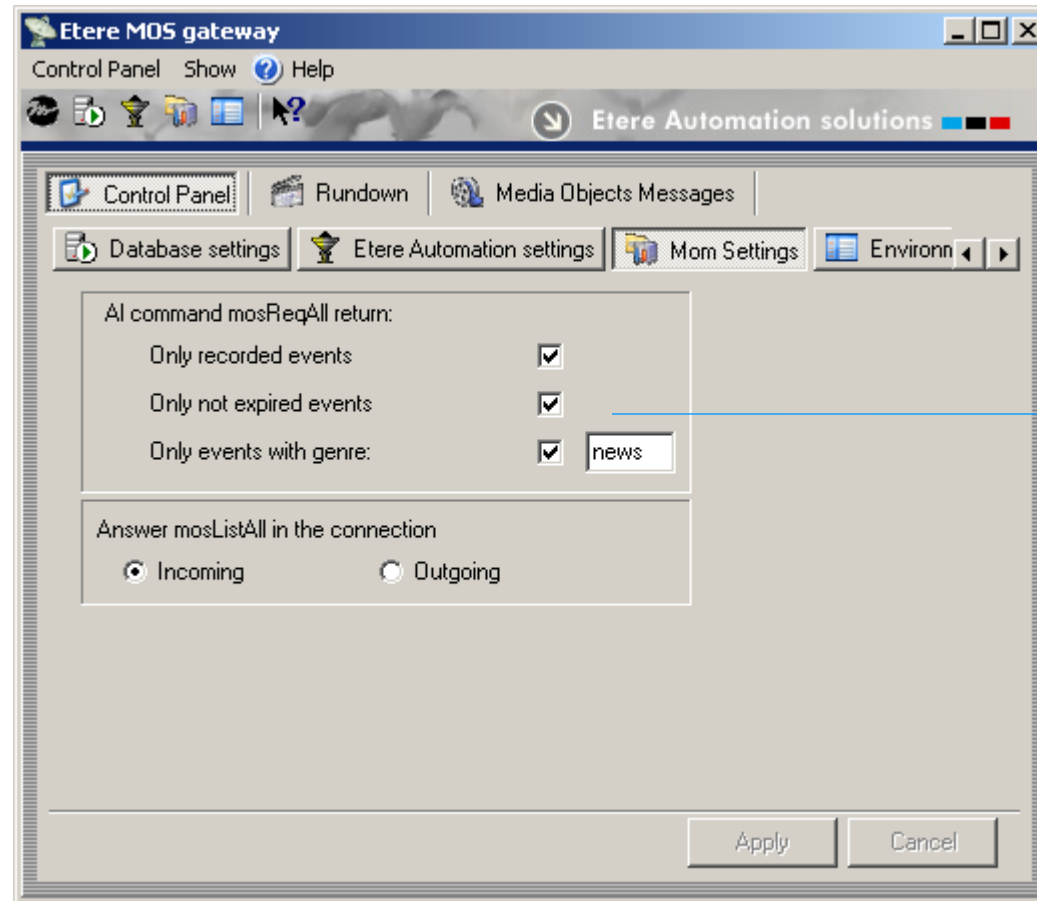
Key Features

- Use proven technology for ingest and playout
- Use a SQL Server to store all the metadata
- Integrated browsing system
- Integrated with Etere Media Asset Management for detailed indexing
- Integrated with Etere HSM for archiving
- Fully customizable

Advantages

- Etere MOS gateway is an extension of Etere Ecosystem
- It uses all the features of Etere, for ingest and playout
- It can give to the customer a complete solution with a competitive price

Gateway Setup

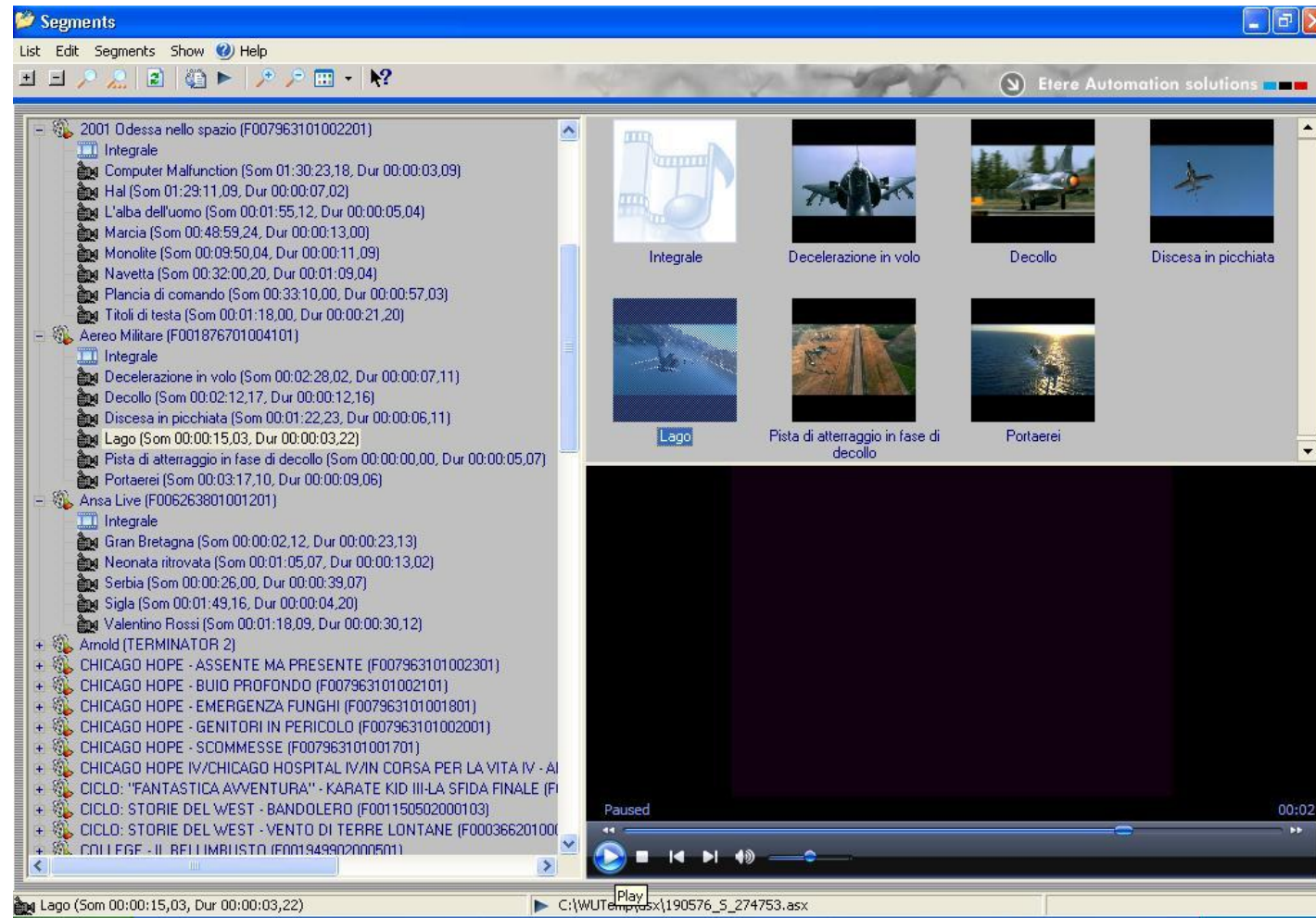


Events to be published

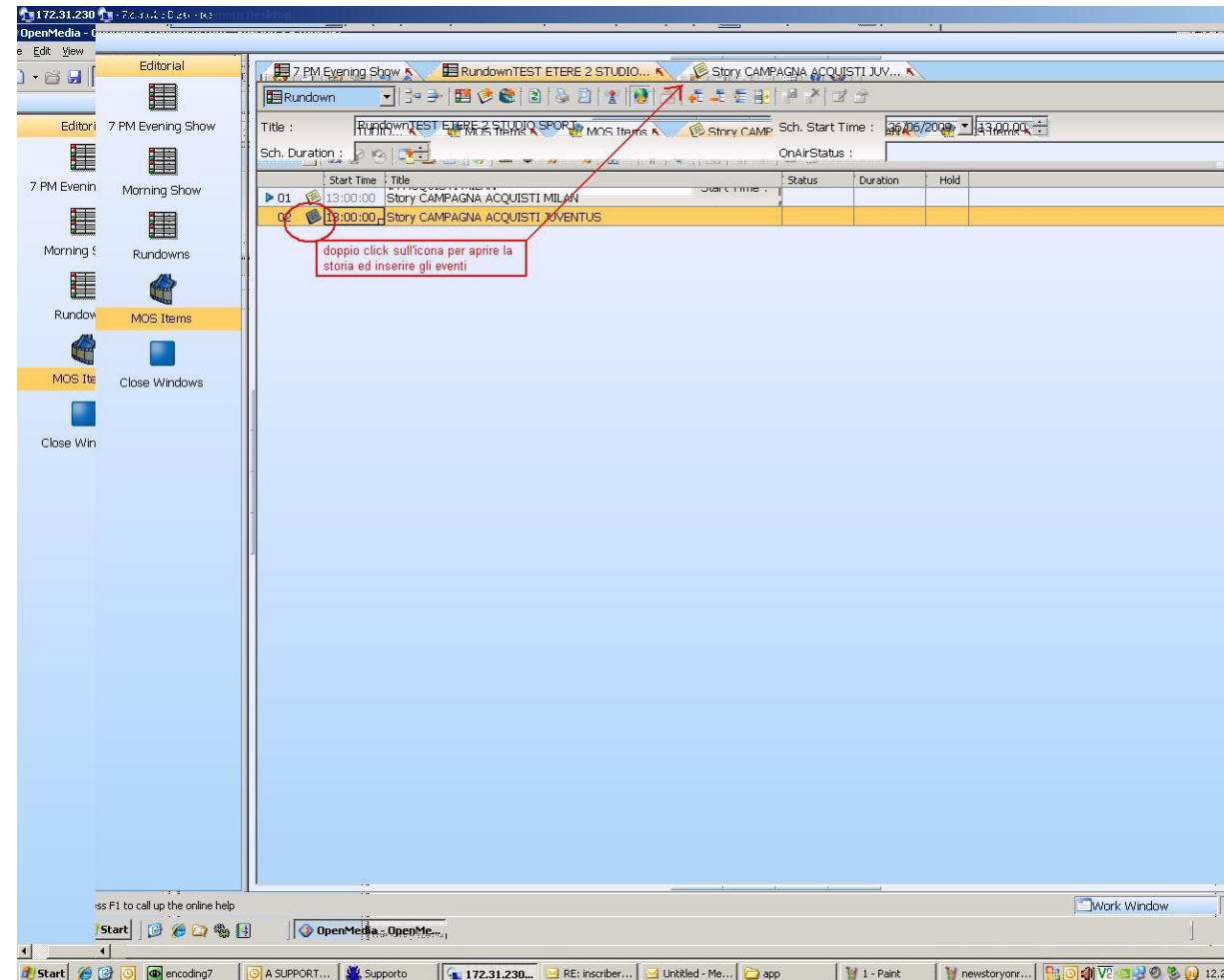
Access Video

- The video can be accessed via the standard MAM port, as Text only
- Also the integrated Activex give the ability of Browsing
- If your newsroom system allows a copy of the lowres file or playlist is integrated in the newsroom item

Active-X



Newsroom Rundown



Rundown

- The rundown can be published from the newsroom system
- Etere offers a complete feedback to the newsroom system
- Cued, ready and missing event are correctly displayed

Rundown Status

Title

OpenMedia - OpenMedia Demosystem - Version 3.6 (editor)

File Edit View Tools Window Help

Rundown 1

Editorial

7 PM Evening Show

Morning Show

Rundowns [Ctrl+Shift+O]

MOS Items

Close Windows

Rundown 1 Rundowns Rundowns Rundowns 7 Rundowns Notizione

Rundown

Title : Rundown 1 Sch. Start Time : 01/04/2010 16.30.00

Sch. Duration : 15:00:00 OnAirStatus : OFF AIR

	Start Time	Title	Status	Duration	Hold
▼ 01	16:30:00	7	PLAY		
01		test ANNOVA 1	NEW		
02		Annova news 3			
▶ 02	16:30:00	Notizione			

Automation

etereonairclone

Etere MOS gateway

Pannello di Controllo Visualizza Help

Pannello di Controllo Rundown Messaggi Media Objects Comandi

Slun	ID	objID	mosID	Channel	Carica
Rundown 1	OM_1.4162				
7	OM_1.4163.1.4162.1				
test ANNOVA 1	OM_-4.4422.1.4163.1	154	etere.annova.mos		
Annova news 3	OM_-4.4420.1.4163.2	157	etere.annova.mos		
Notizione	OM_1.4164.1.4162.2				
test Annova 2	OM_-4.4421.1.4164.1				
pomeriggio	OM_1.4165				
new clip	OM_1.4166.1.4165.1				
test ANNOVA 4	OM_-4.4418.1.4166.1				

Channel 1, Automazione

Automazione Visualizza Help

a consistent system

Channel 1 - In Onda [Palinsesto del 01/04/2010]

ON AIR

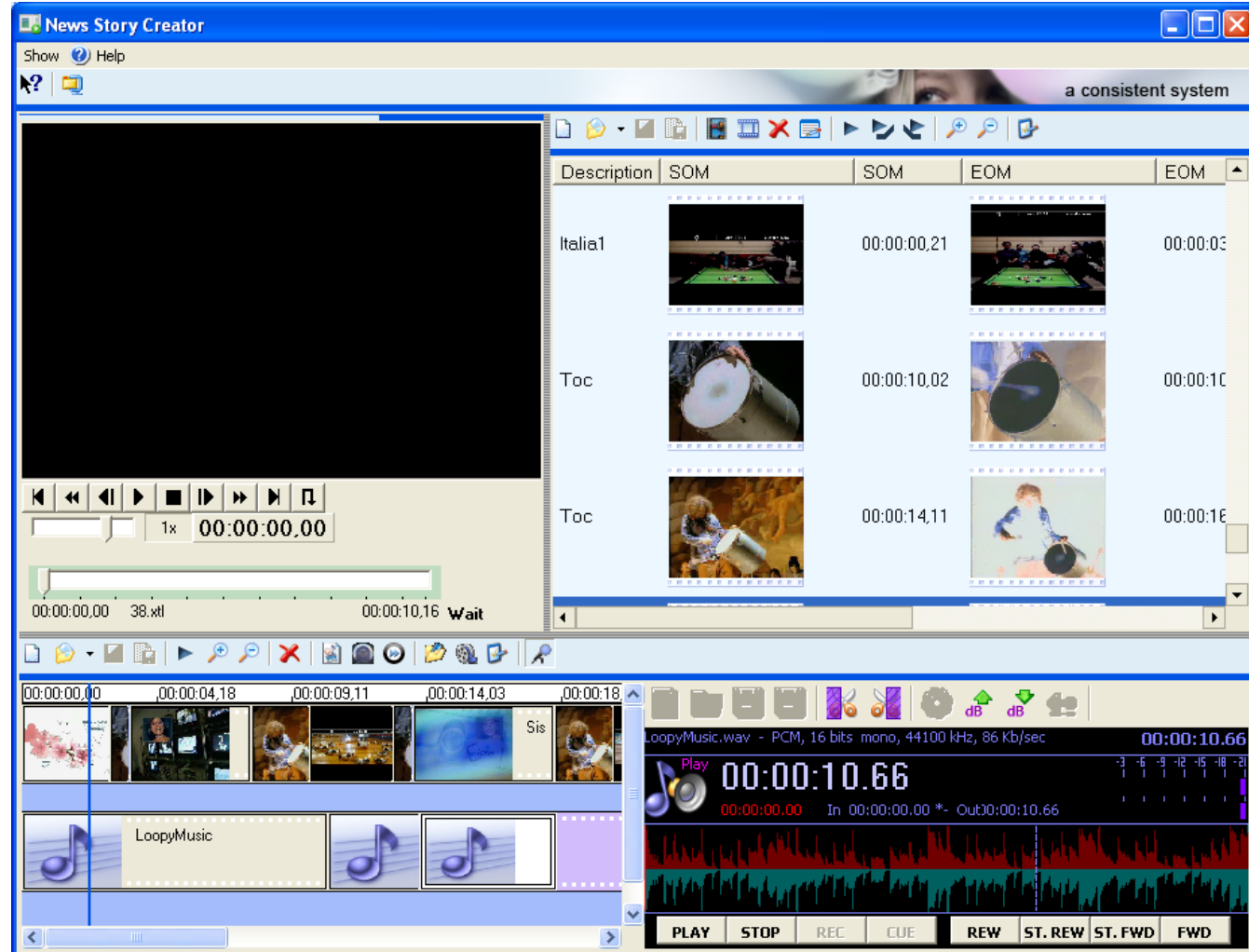
Stato	Orario Tx	Info Tx	Differenza	Descrizione	Supporto
				[story] Notizione	
	16.58.00.00 01/04/2010	Caricato su MTX CH-3	+966472.58.00	156@etere.annova.mos test Annova 2	OMTX FF_TEST2
				[Separator]	
				[R] pomeriggio	
				[story] new clip	
	16.58.51.06 01/04/2010	...	+966472.58.51	155@etere.annova.mos test ANNOVA 4	OMTX FF_TEST10
				[Separator]	

-00.02.26,20

START STOP D STOP PALINSESTO D STILL SKIP RESTART RECUE PROTECT CLONE LIVE SK2LIVE

Active: MTX CH-3 MTX CH-3: command successfully executed 16.57.2

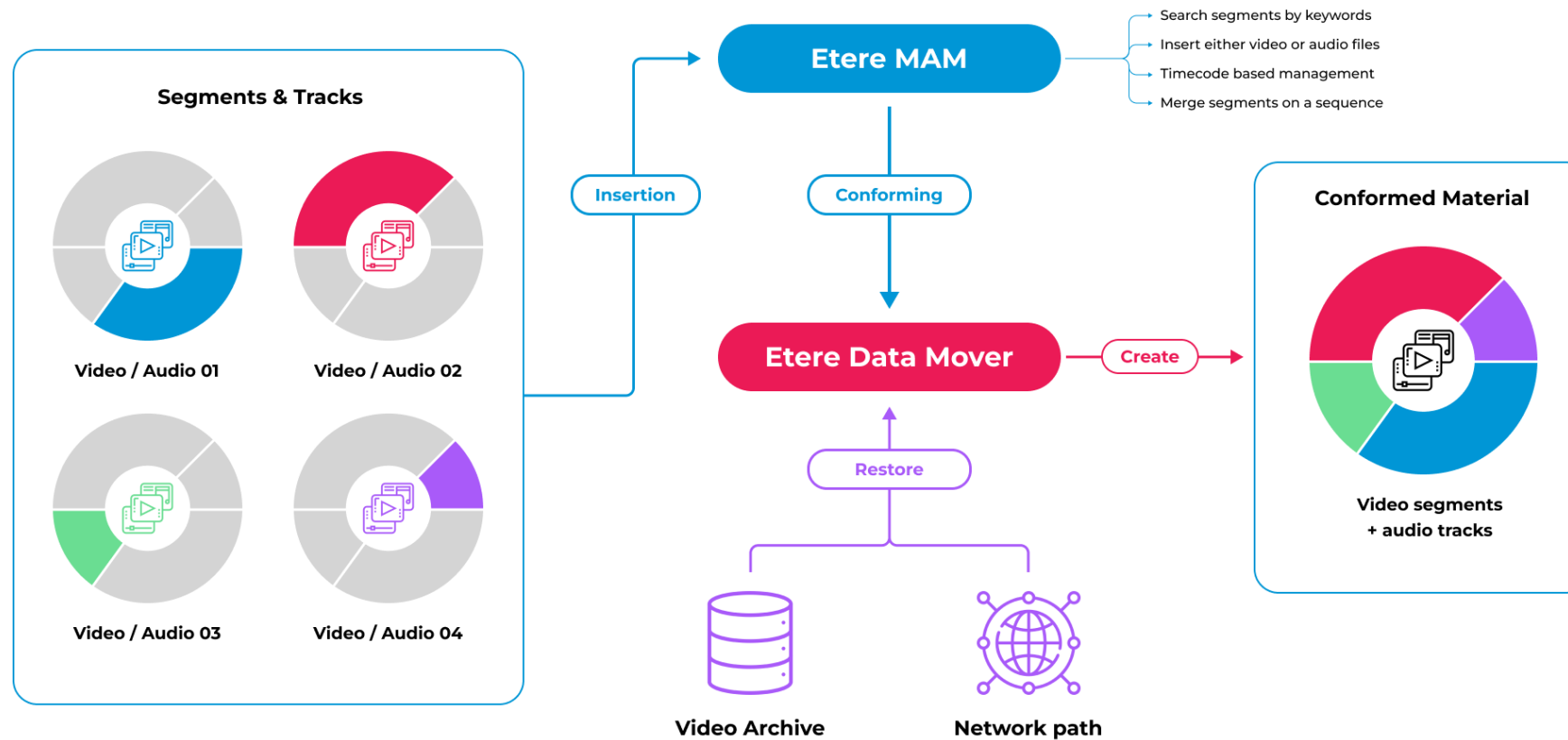
Voice Over



Video Conforming

Video Conforming

Etere
a consistent system



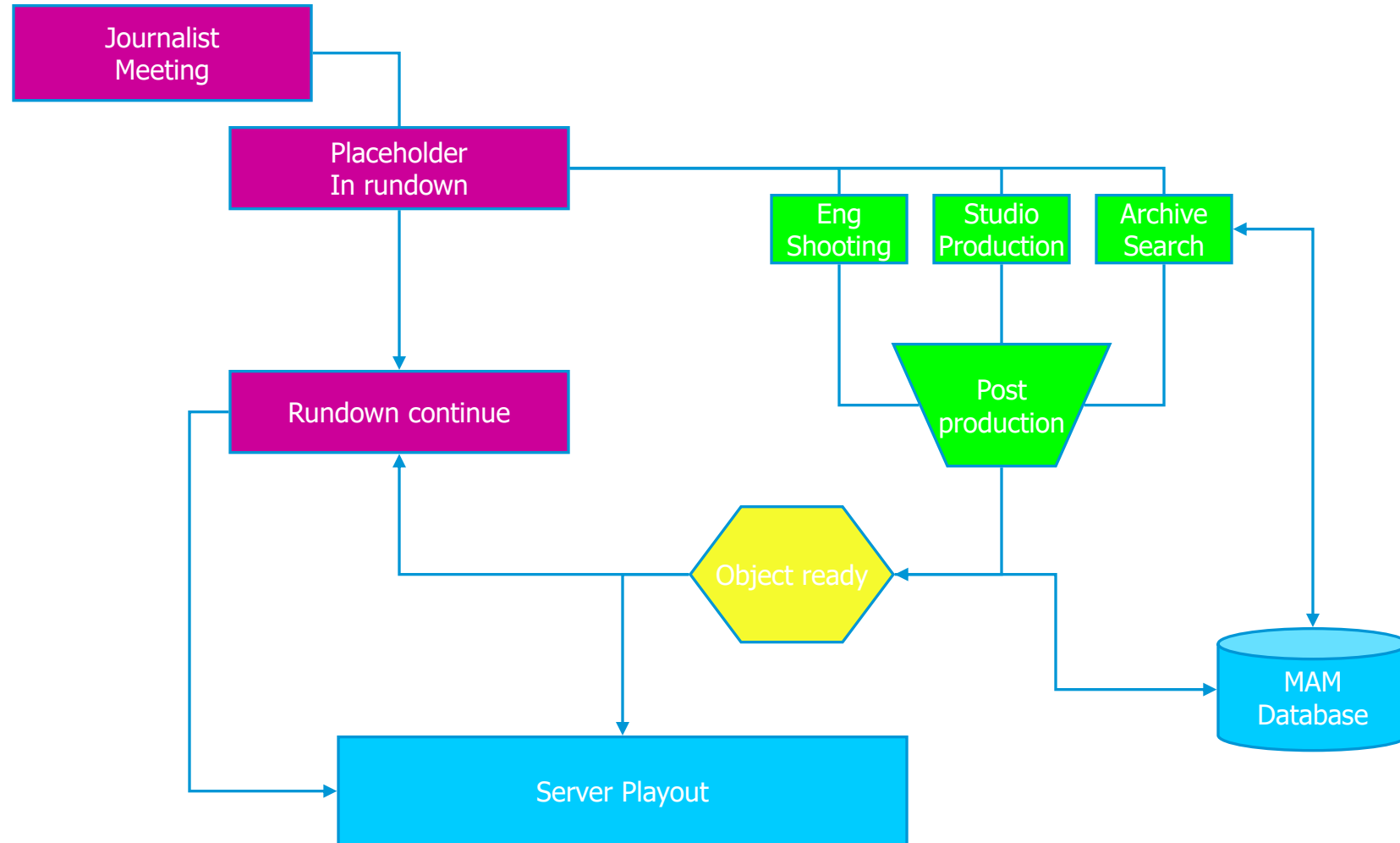
Different workflows



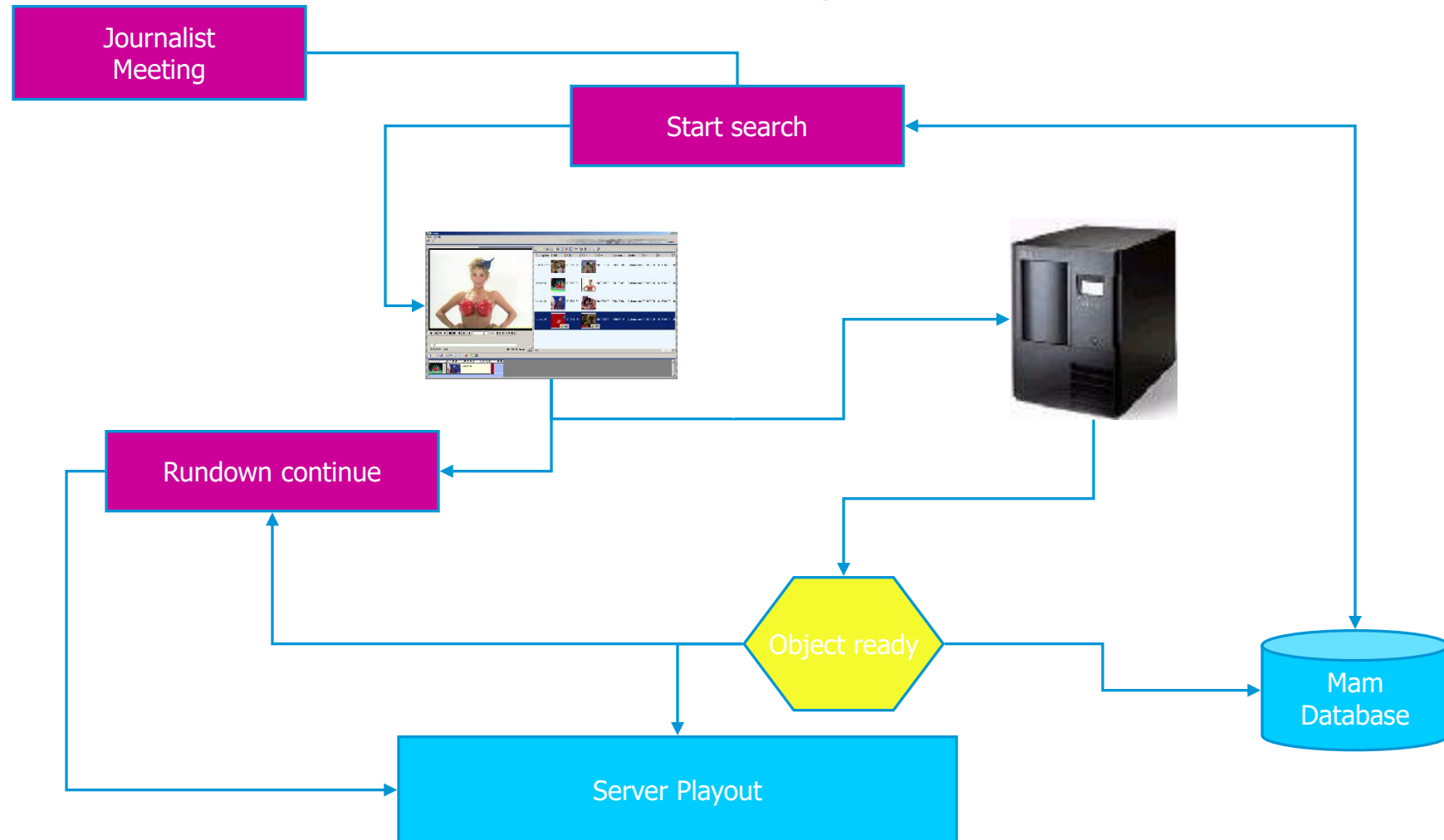
Single Environment

- Etere automation offers an integrated product for a complete news environment workflow.
- All the ETERE products for the news use the ETERE automation core.
- Etere News solution extends the traditional concept of news environment. All News solutions except newsroom and post-production come from a single company.
- This approach allows a cost effective technology without the trouble of integrating different suppliers.

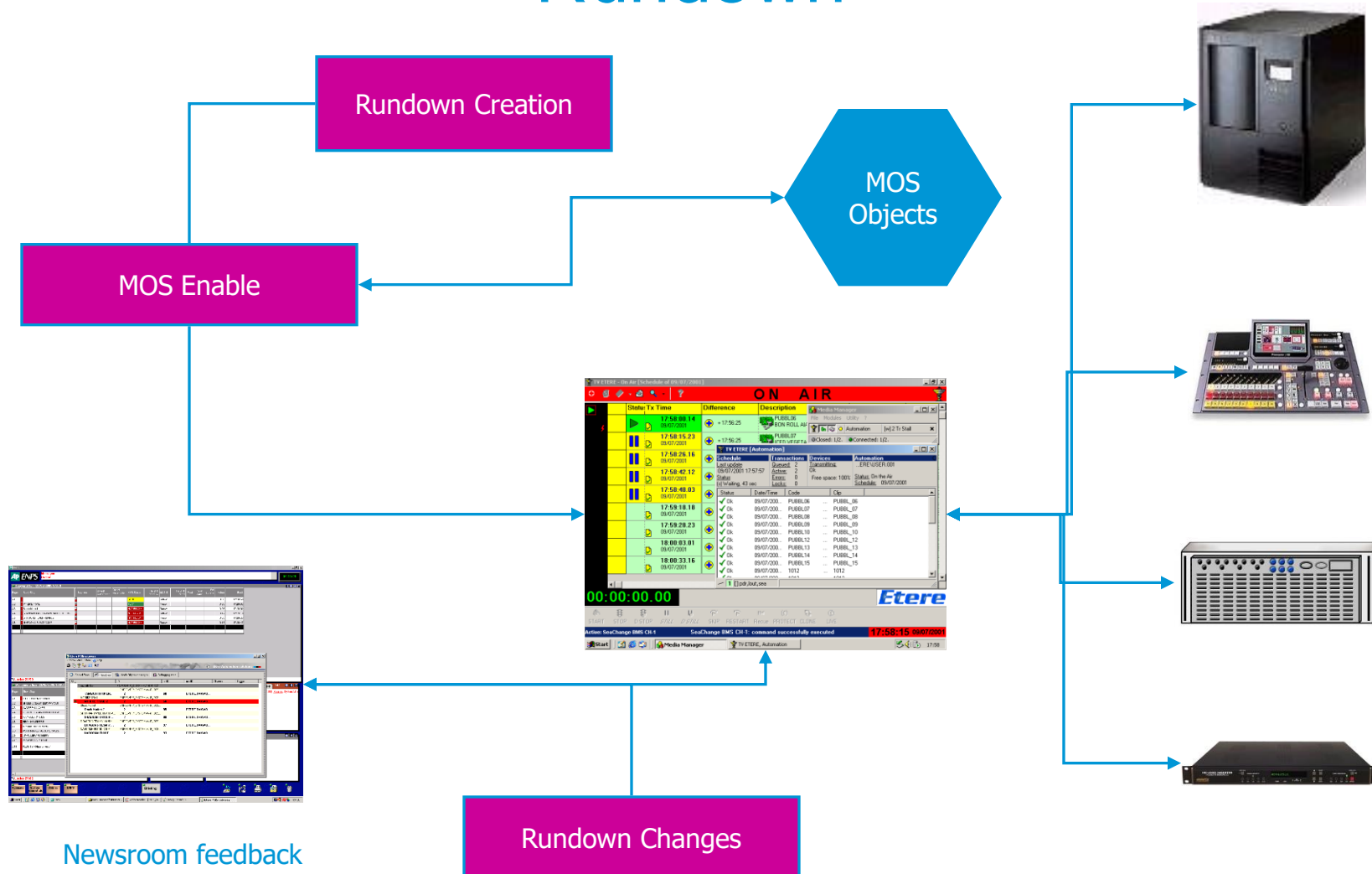
Object Generate by Post-Prod



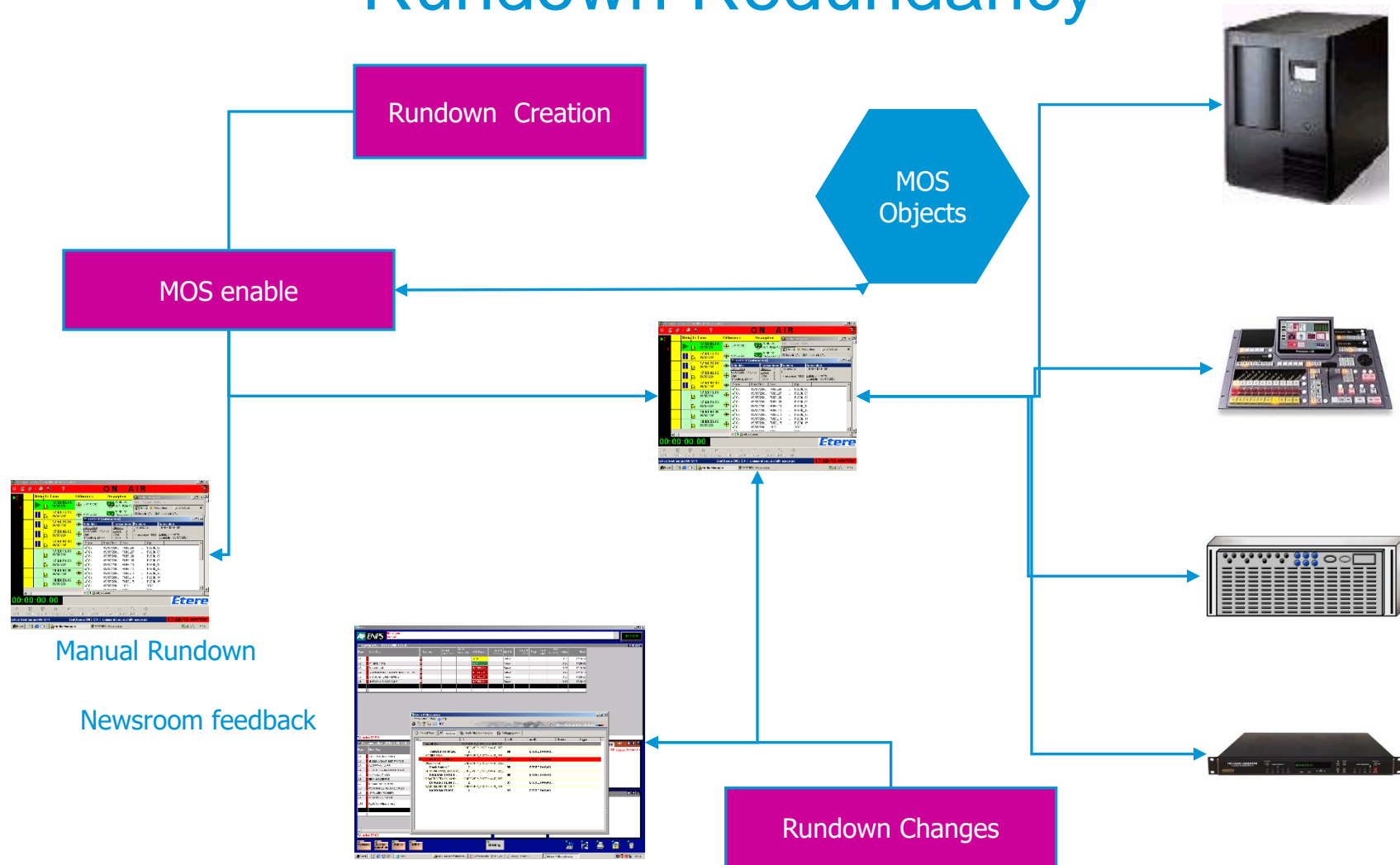
Object Generated by Journalist



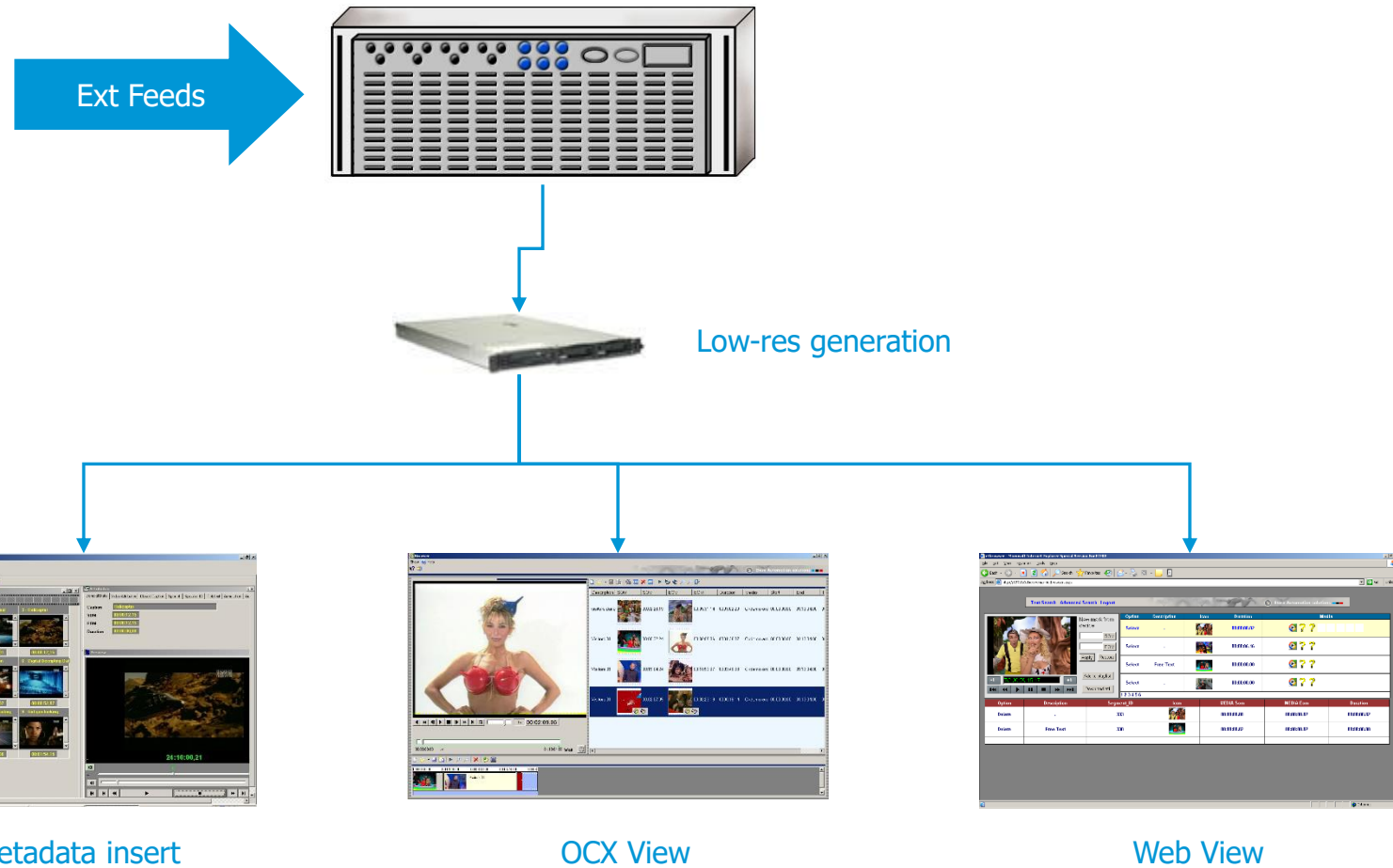
Rundown



Rundown Redundancy



Ingest



Editing Integration



Design Basics

There are 2 ways to design the system

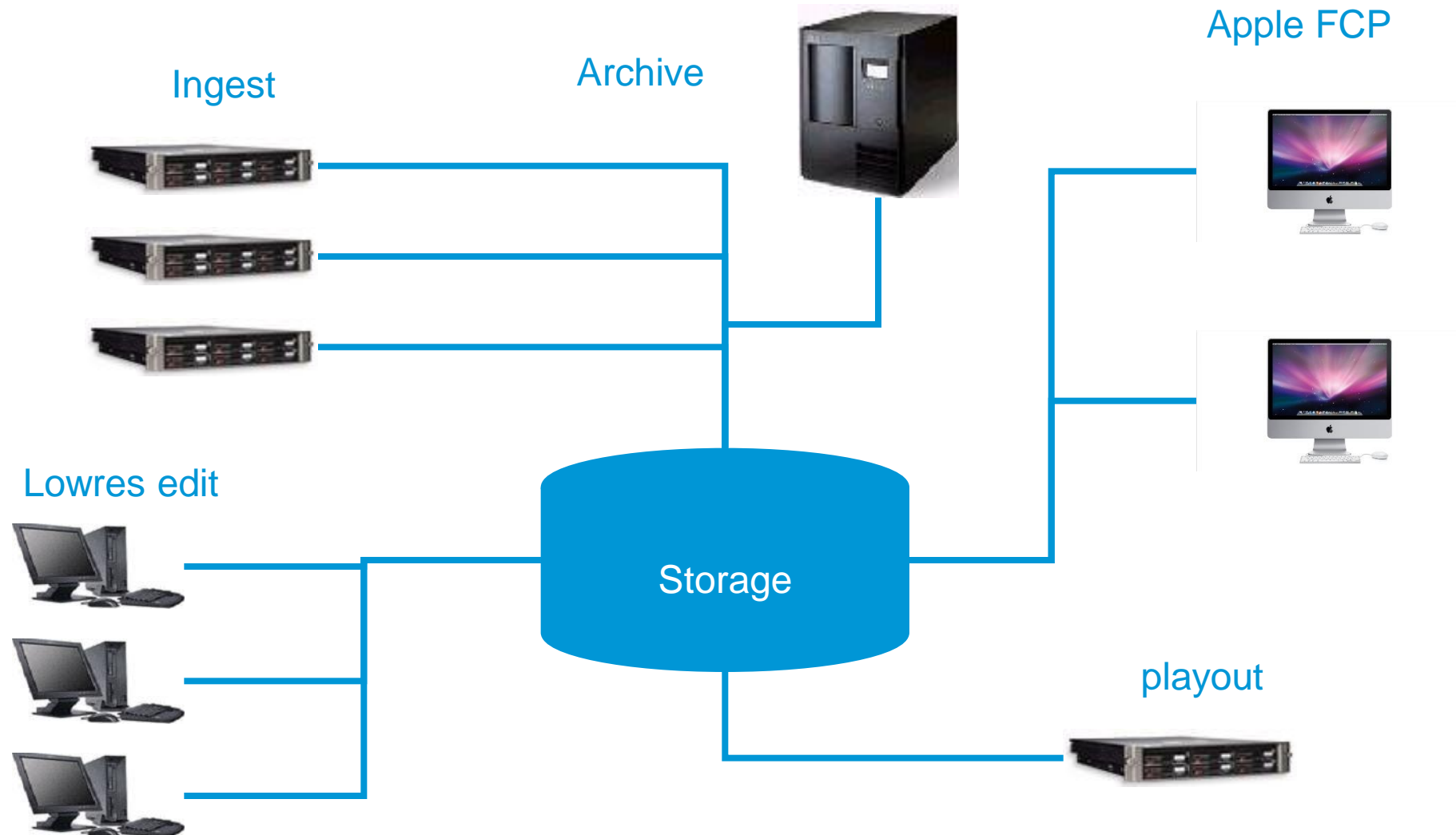
Shared storage where everything is available anywhere

- Faster
- More expensive
- Less control on what is happening

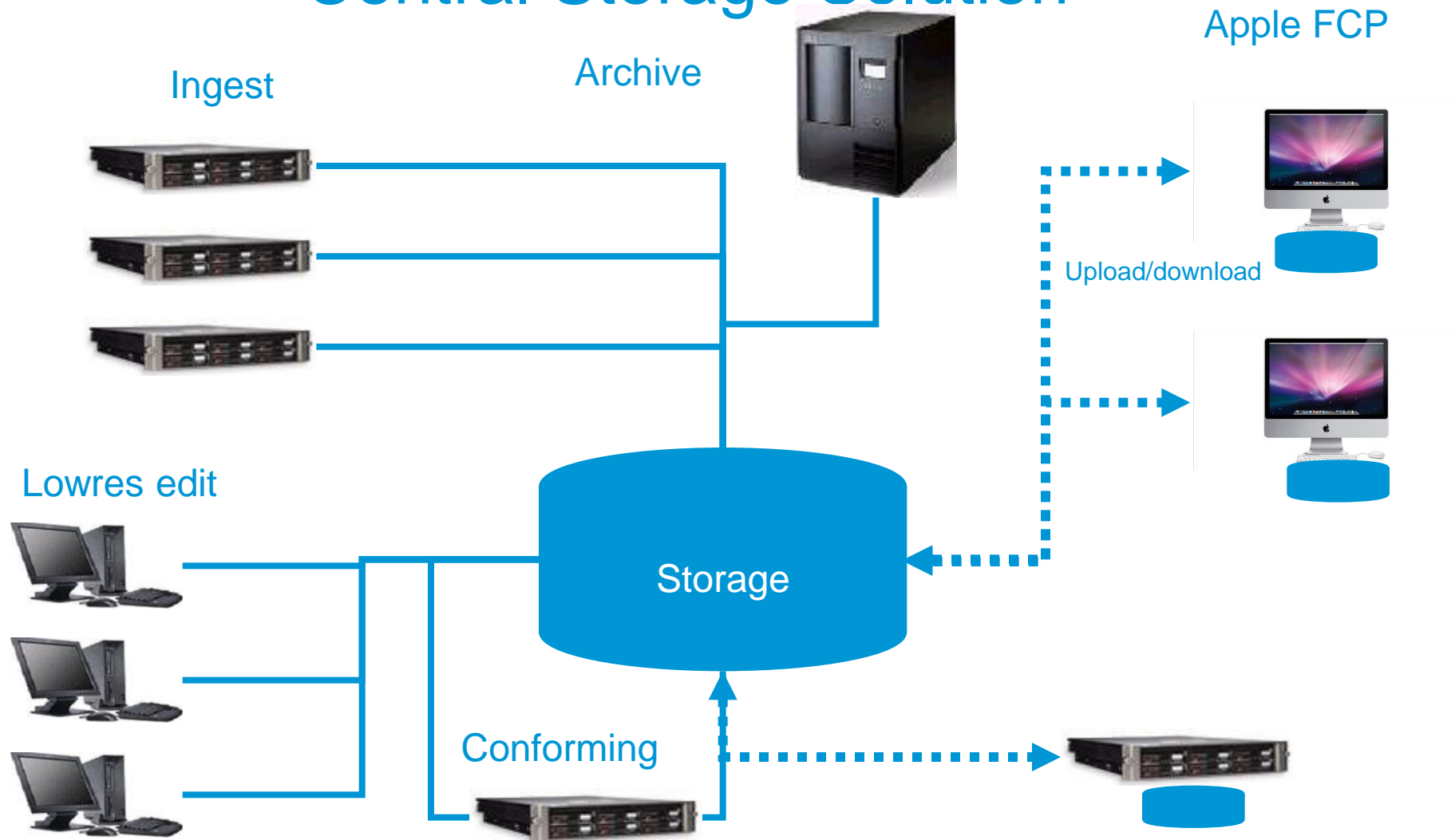
Central storage with upload download

- Require upload download
- More Safe
- Less expensive

Shared Storage Solution



Central Storage Solution



Thank you

www.eterere.com

