Etere STMAN
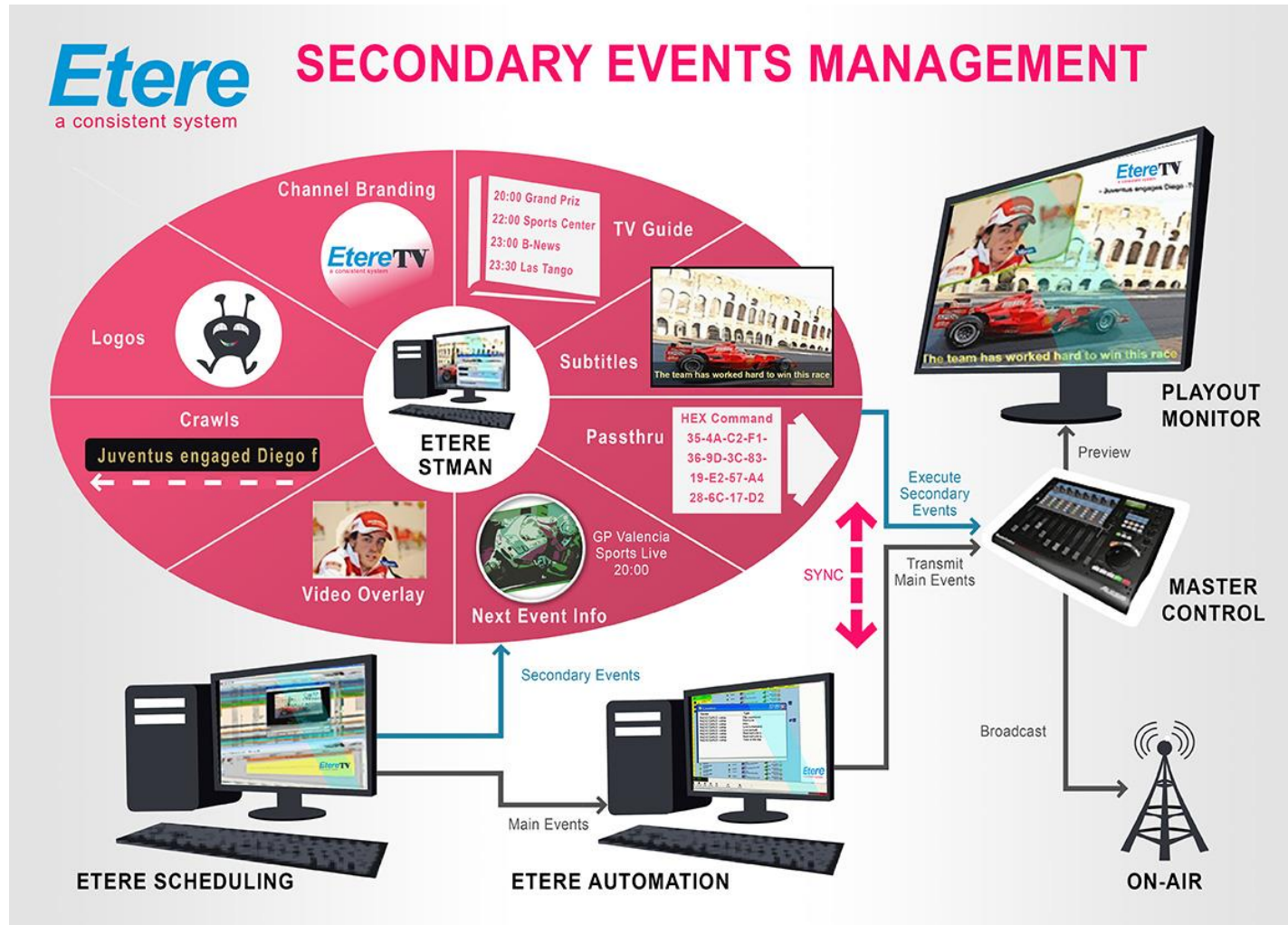
Special Feature

Etere STMan

- Automatic Titling control

- SMS broadcast

- Channel Branding

- Sqeeze and voice-over

- Parental rating

Etere
a consistent system

Etere STMan

Special Features

Integrated Metadata

- Etere controls the movie titling retrieving data from the database
- Different templates can be used, according to the time of the day
- Special templates related to a program can be used as well
- Videoclips and titles are always taken as separate digital information

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Asset Management for the Graphics

- Based on the category Etere can control and manage the grapics contents

- Etere Data Mover can move the graphics

- Etere tapeless can receive and manage graphics objects Based on the category, Etere can have a different set of metadata template (ex: 1 set for video and 1 set for graphics)

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Video Asset Sample

Image Asset Sample

SMPTE customized metadata

Database

Titles – Sample 1

Titles – Sample 2

Secondary Events Timeline
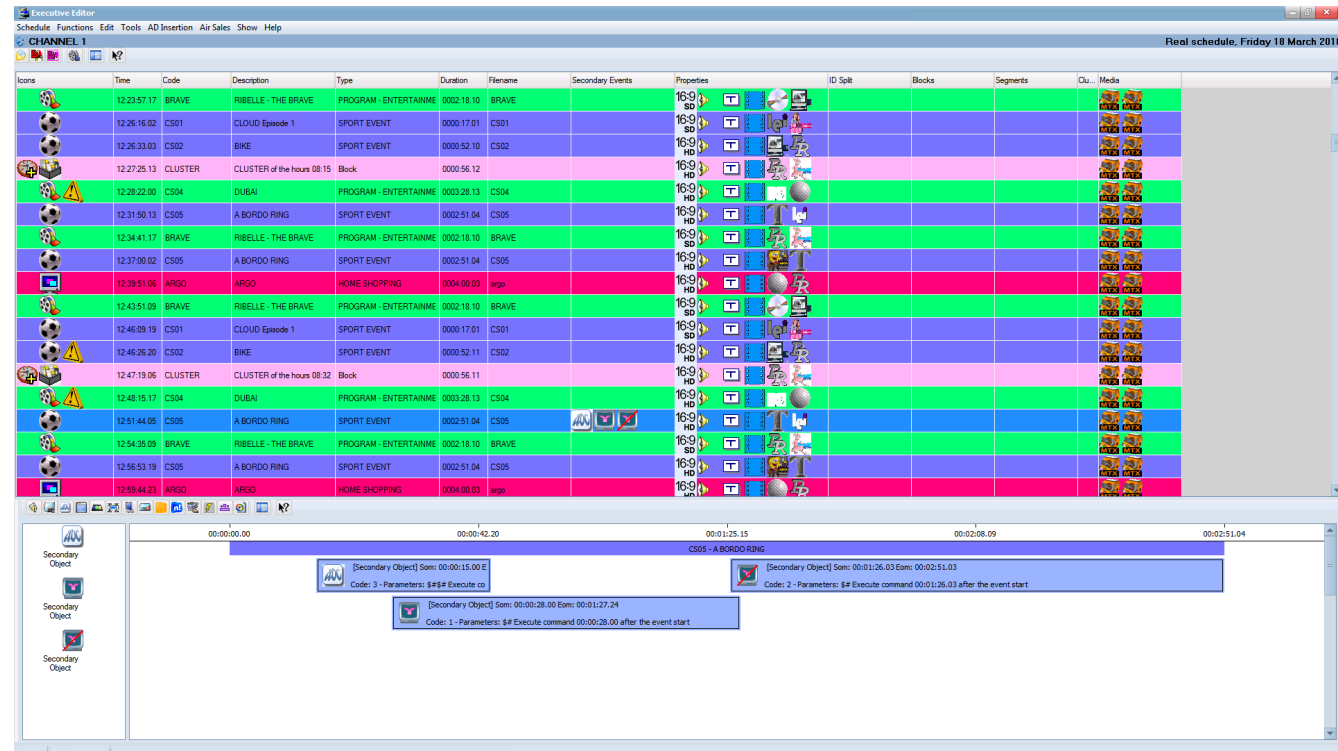
SMS Broadcast

- The SMS broadcast is divided into 2 parts

- SMS messages during videoclip breaks

- SMS messages meanwhile the clip runs

- The video message arrive with a mpeg file played by a PC

- The txt message can contain also a picture.

- All the messages arrive as xml file through a Ftp site protected by a firewall

- Etere STMAN make the necessary computation to avoid the SMS broadcasting during the video is titled, so only one graphic device is required.

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SMS Sample With Picture

Video Message

1

Star of the Day **2**

Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra **3**
Poi manda un Sms con: chat, seguito dal suo nick.
Info a p.400 del Teletext di Mtv

Per iscriverti a MtvClub, manda un Sms **4**
48468…………………………

nick: **alexdelarge**
eta': **25**
dove abito: **Veneto** **5**
passioni: **cucina, cinema, libri e fumetti**
genere musicale: **alternative rock**
artista preferito: **Velvet Underground**
segni particolari: **ho 3 capezzoli**
parola chiave: **idiozia**

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext. **6**
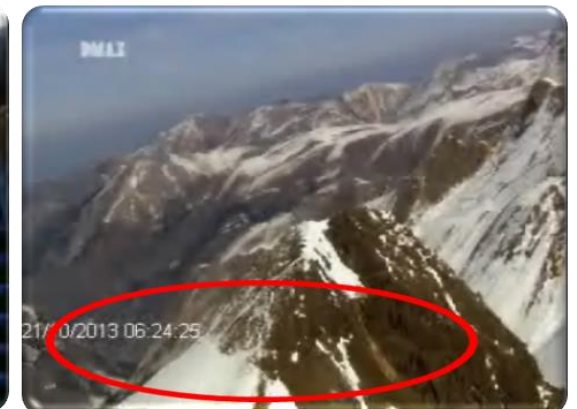
Itinerant Command & Voice Over

IPM

DVE & Voice Over

Elevator Sponsorship

STMan can control a Third dedicated decoder for play a second clip in MXF

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		09:38:31.00	DNE Clarity Itin...	00:00:10.00	00:01:30.00		Itinerant	ITN1	ITN1 - 1		P6091

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		10:00:23.00	Voice Over End...	00:00:15.00	00:00:18.00	^	DVE Next An...	Cut 007	DNE/R504231A - 18	TBA	

Bugs for Parental Rating

DNE INF1 24 BUG –
Additional graphic around the channel Bug.
In this example it's the yellow line on top of the Bug.

DNE INF1 24 OFF –
Command to remove INF1 24 BUG

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		13:55:21.00	Programme Part	00:10:20.00			Unti E Bisunti ...	# 1 (8) Episode 8	EHD/936913B - 1	Yes	
		13:55:21.00	DNE INF1 24	00:00:01.00	00:00:00.00		Dmax 3.0 Sta...	DXIT YELLOW	DNE/R453629A - 1	TBA	
		14:05:41.00	Programme Part	00:13:38.00			Unti E Bisunti ...	# 2 (8) Episode 8	EHD/936913B - 2	Yes	
		14:19:19.00	DNE INF1 24 OFF		00:00:00.00	^					

Coming Next are Managed like a Primary Event

Menu

PROMOTION

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		16:38:15.00	Menu	00:00:20.00			Dmax 3.0 Cla...	DXIT Clarity Menu Bed - ...	DNE/R449096A - 3	No	

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
			Promotion	00:00:45.00			Dmax River ...	DXIT From Thursday 31...	DNE/P224741A - 2	No	

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STMan for Live Events

Graphics on Live

- During a live transmission, graphics are managed through a list of events (usually commercials)

- Listed events are manually triggered by user

- The order of the list can be modified

- All user actions (e.g. start) are recorded into an As-Run log, enriched with accurate timecodes

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«Graphics on Live» Panel
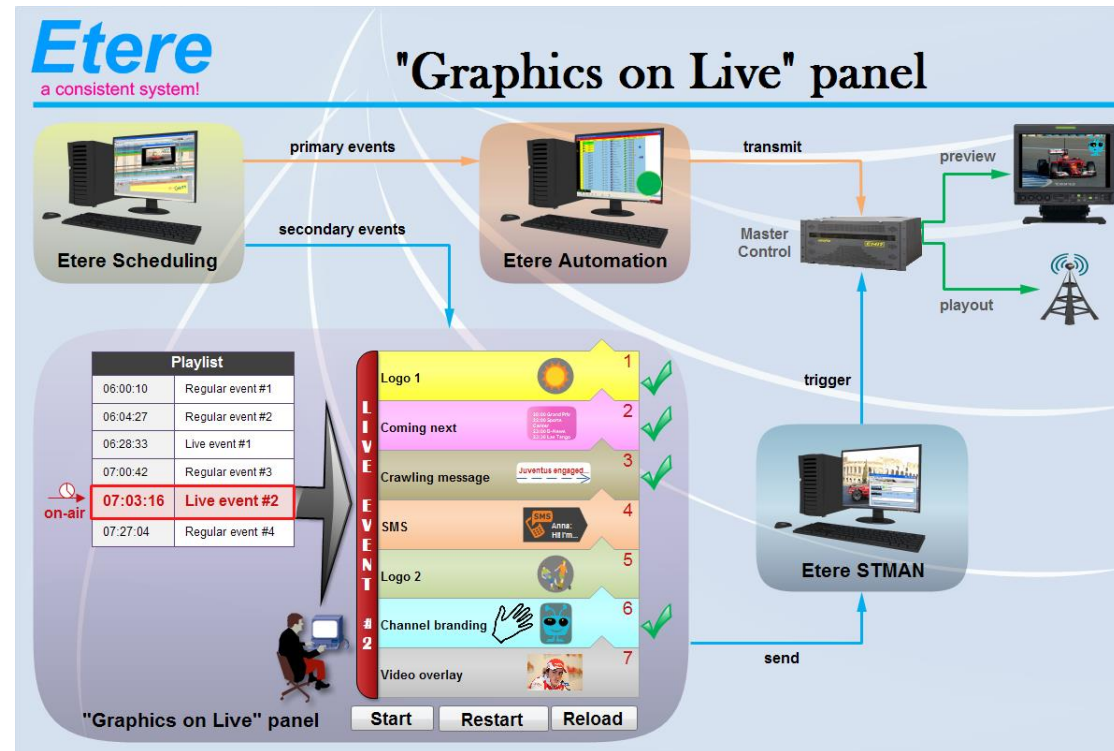
Schedule Events in a Playlist

Trigger Graphics from a Panel

- Events are loaded **as primary events**

- Additional events can be loaded **any time**

User Functions

Start graphics

Restart graphics

Load past graphics (i.e. from transmitted events)

Load unsent graphics (i.e. skipped graphics)

Advantages

Independent from graphics engine

Multiple graphics engines can be controlled

Always sync with broadcast playlists

On-the-fly parameters (e.g. next event, time)

Reliable manual management of events

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Thank you

www.etere.com