

Aspect Ratio Conversion

Automatic and Integrated ARC



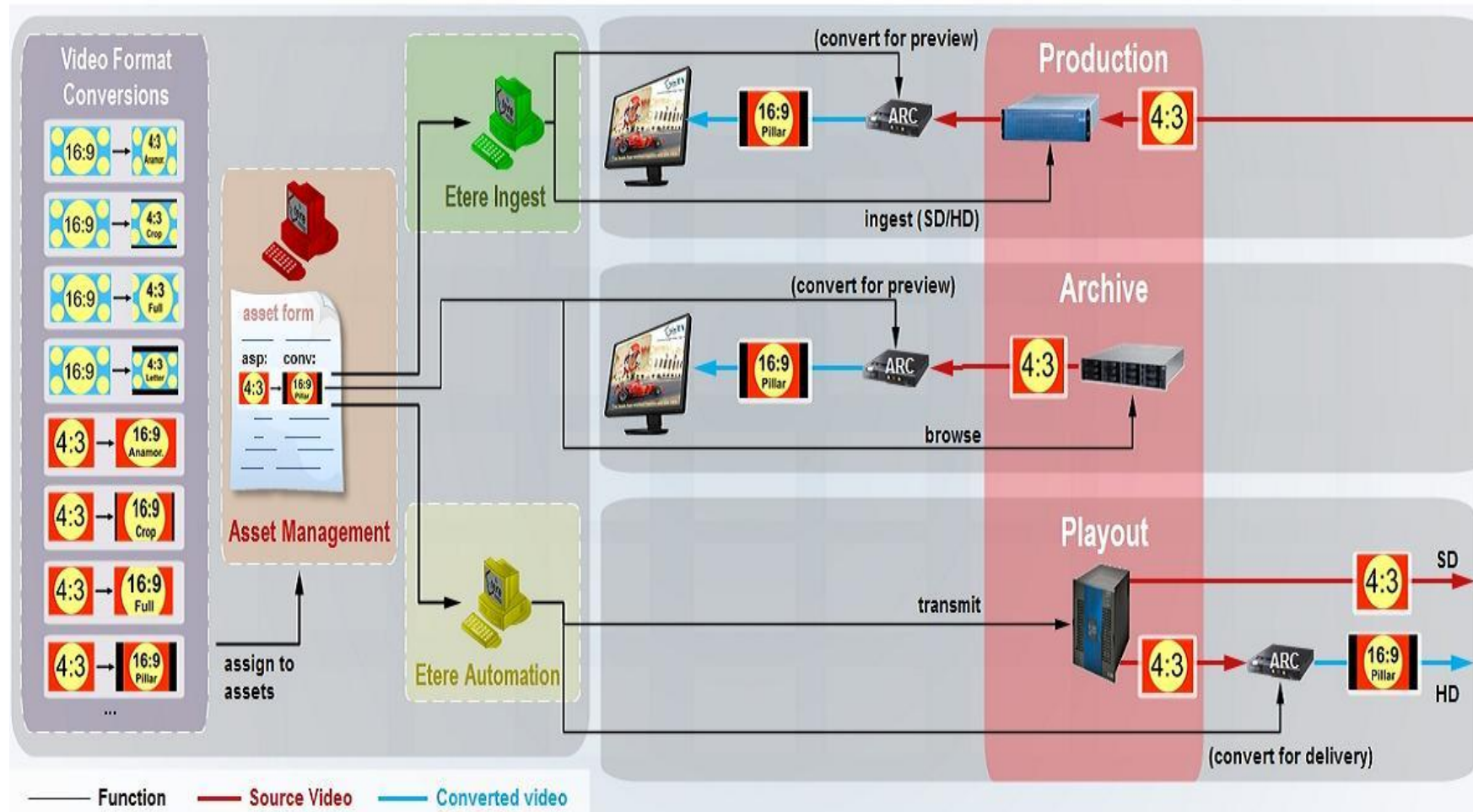
Overview

- A highly integrated HD/SD broadcast system must comprise an aspect ratio management
- ARC can be standalone or embedded in the playout server
- Etere provides a comprehensive approach that involves using ARC information stored on MAM
- Video aspect ratio information can be used during preview and during playout

Key Benefits

- Flexibility: custom conversion profiles for HD/SD content including:
 - 4x3 => 16x9 : pillar, crop, anamorphic, full
 - 16x9 => 4x3 : letter, crop, anamorphic, full
- Consistent: the right ARC video format is used for both preview and delivery,
- Integration: it can be used any ARC internal or external to the video server,
- Easy to use: The aspect ratio info is available inside Etere MAM database

Aspect Ratio Conversion

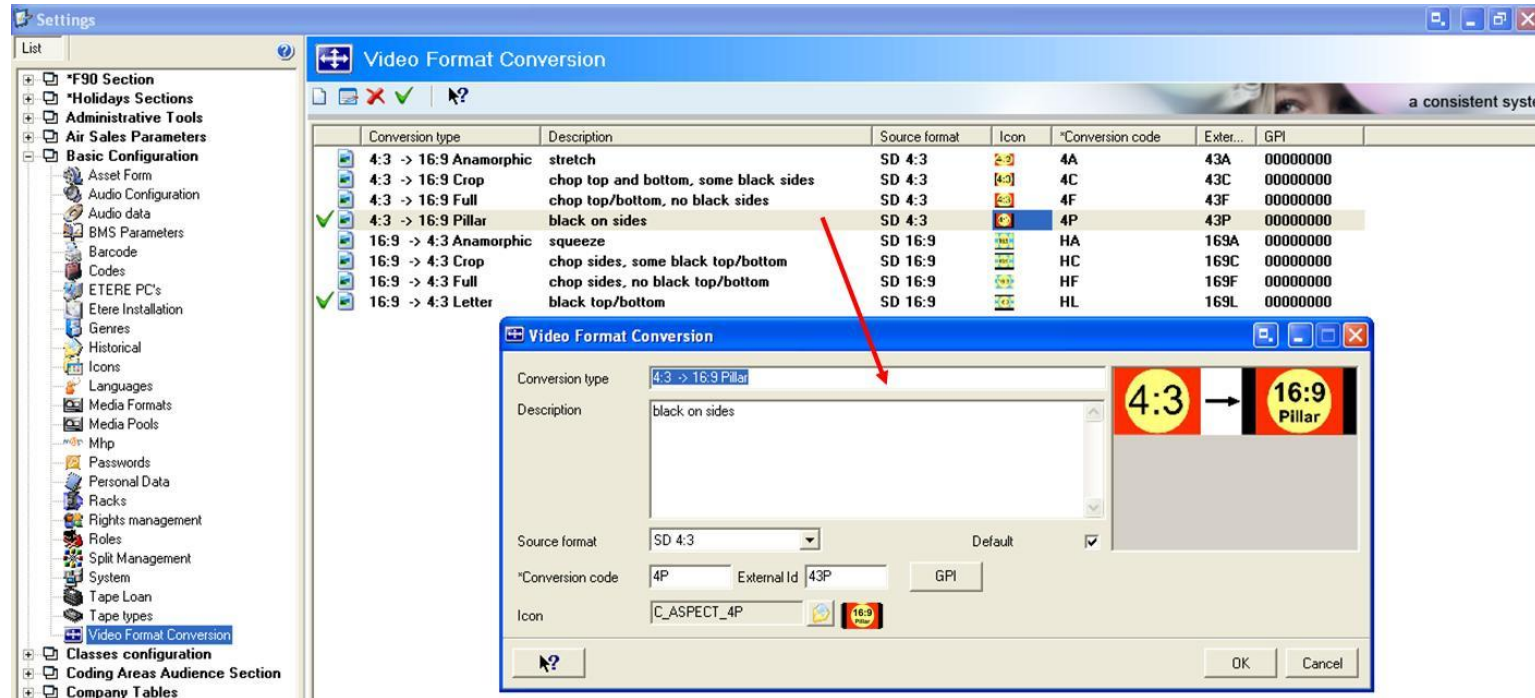


Define and Associate ARC



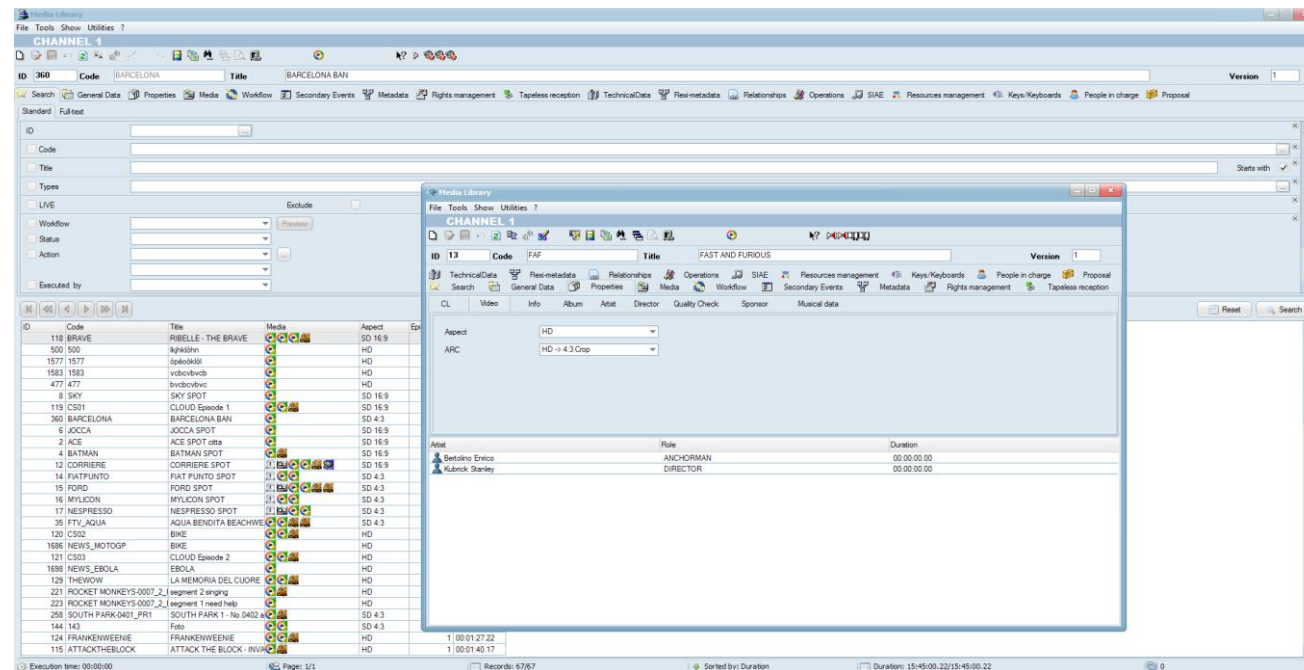
Conversion Profiles

- Define the ARC profiles
- Additionally, set default conversion for each source format



Assign ARC to Assets

- Associate assets to a ARC to automatically convert them during either their preview or transmission,
- Search for assets and filter by ARC



Using ARC



Etere Scheduling

View and modify the ARC assigned to scheduled events, directly from the schedule

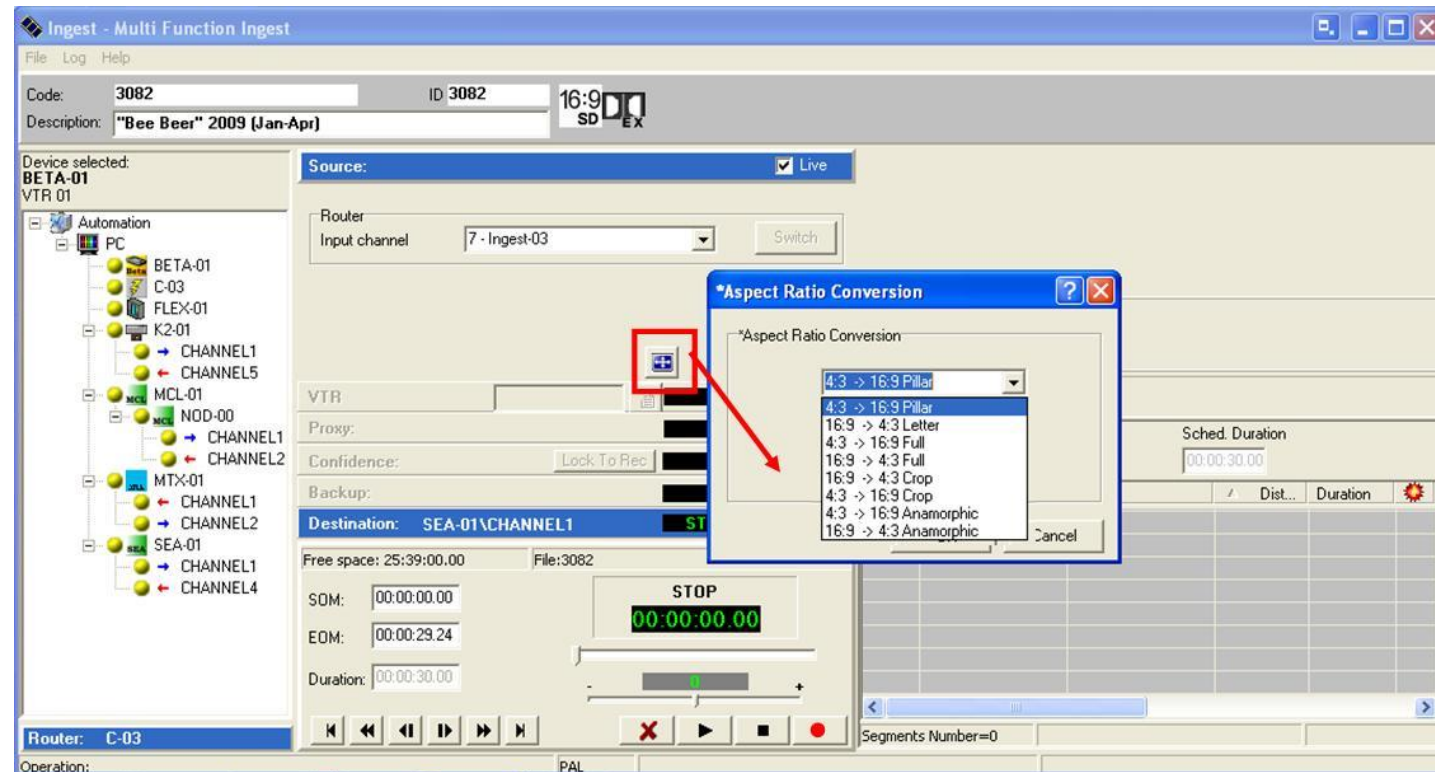
The screenshot displays the 'Executive Editor' window of the Etere scheduling software. The main interface features a grid with columns for Time, Duration, Timecode in, Timecode out, Type, Code, Description, File name, Properties, Blocks, Segments, and Cluster. The grid is populated with various scheduled events, including commercials, promos, and news segments. A red box highlights a specific row in the grid, and an 'Aspect' dialog box is open over it. The dialog box contains the following information:

- Aspect: SD 4:3
- Conversion: 4:3 -> 16:9 Pillar
- Update also the asset form: ☒
- Buttons: Ok, Cancel, Apply

The Etere logo and tagline 'a consistent system' are visible in the bottom left corner of the image.

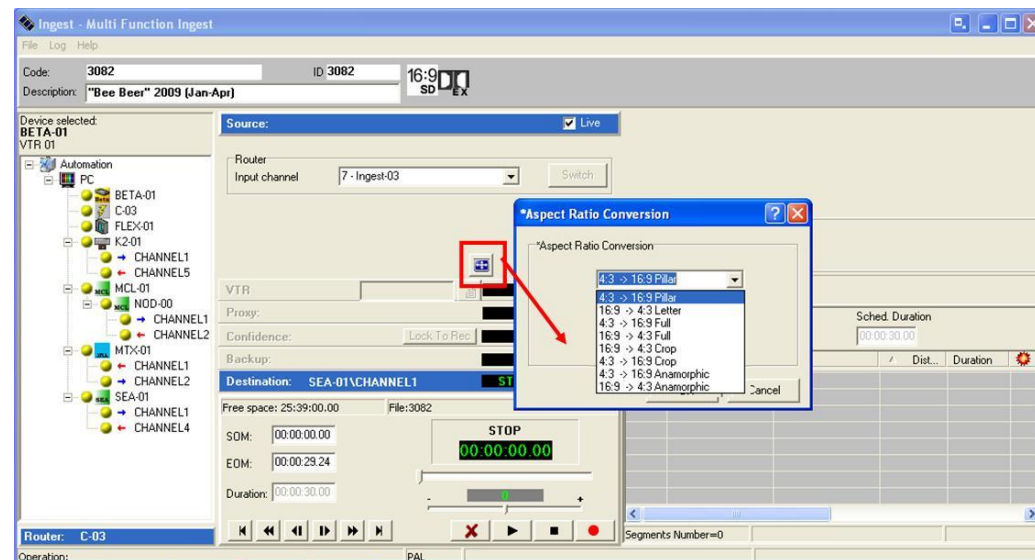
Etere Automation

- Each time an event associated to an ARC is Used, Etere Automation controls the ARC



Etere Ingest

- It is possible to change the ARC conversion even just before the ingest
- During the ingest process, the conversion will be used in order to display the correct aspect ratio on the Preview



Controlling Devices

- Etere media management is able to insert the ARC information as AFD inside the files
- Etere Automation can control the Playout server and change ARC item by item
- Etere Automation can control the playout server to insert AFD info during playout, for immediate control of simulcast HS/SD

Thank you

www.eterere.com

