### 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

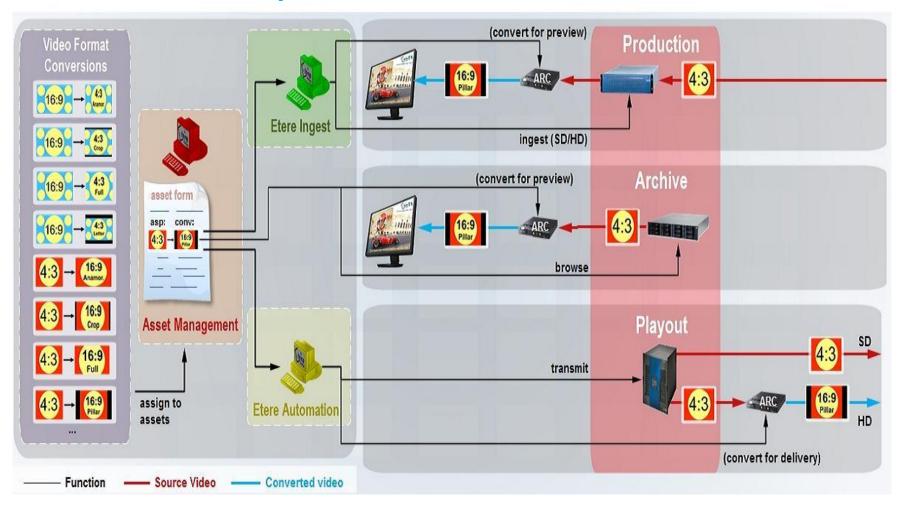


### **Key Benefits**

- 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 ration info is available inside Etere MAM database



#### **Aspect Ratio Conversion**



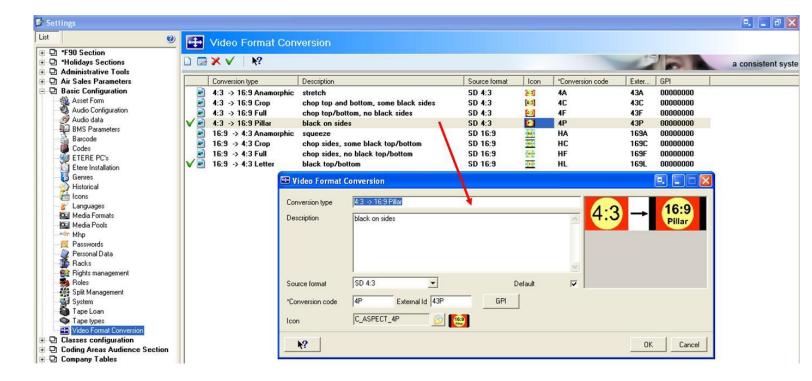


# Define and Associate ARC



#### **Conversion Profiles**

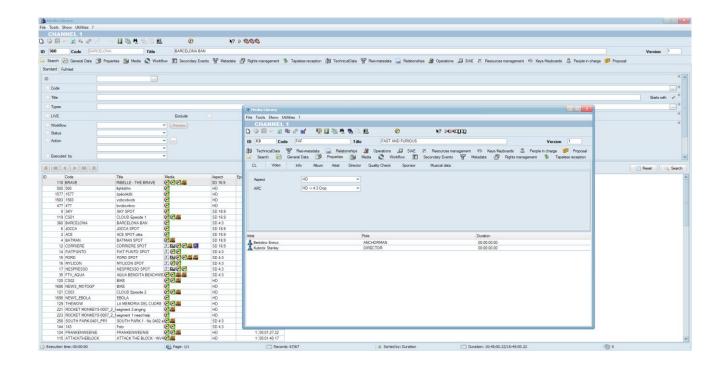
- Define the ARC profiles
- Additionally, set default conversion for each source format





### 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**

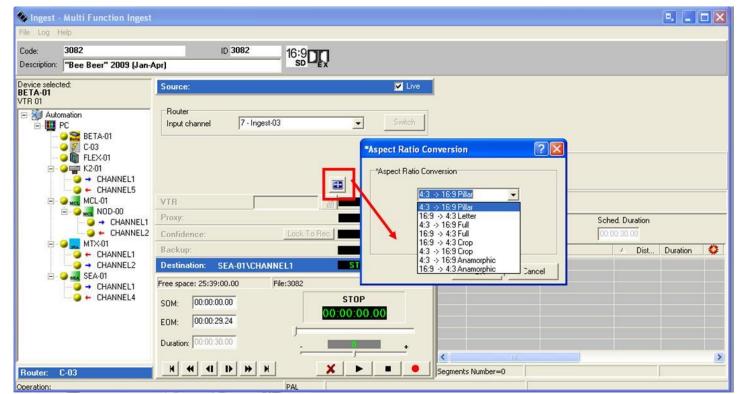
## View and modify the ARC assigned to scheduled events, directly from the schedule

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#### **Etere Automation**

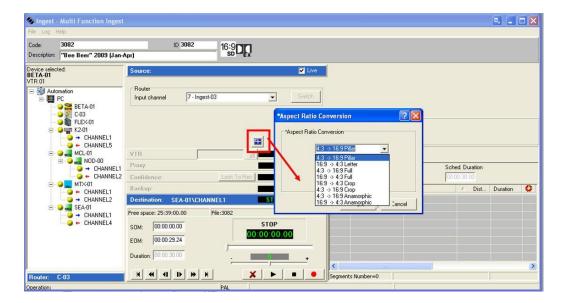
• Each time an event associated to an ARC is Used, Etere Automation controls the ARC





### **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

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