Aspect Ratio Conversion

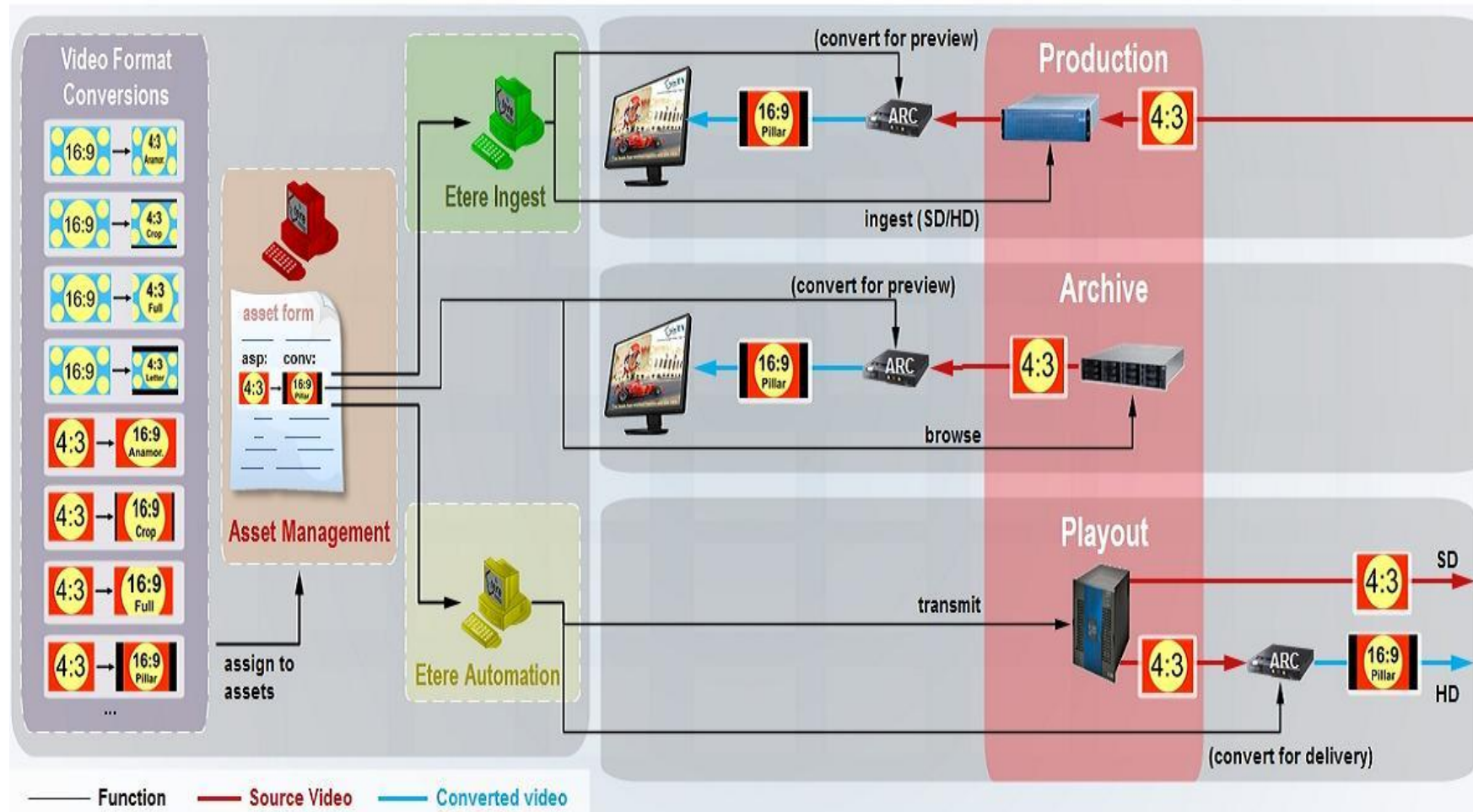Automatic and Integrated ARC

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

Etere
a consistent system

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

Etere
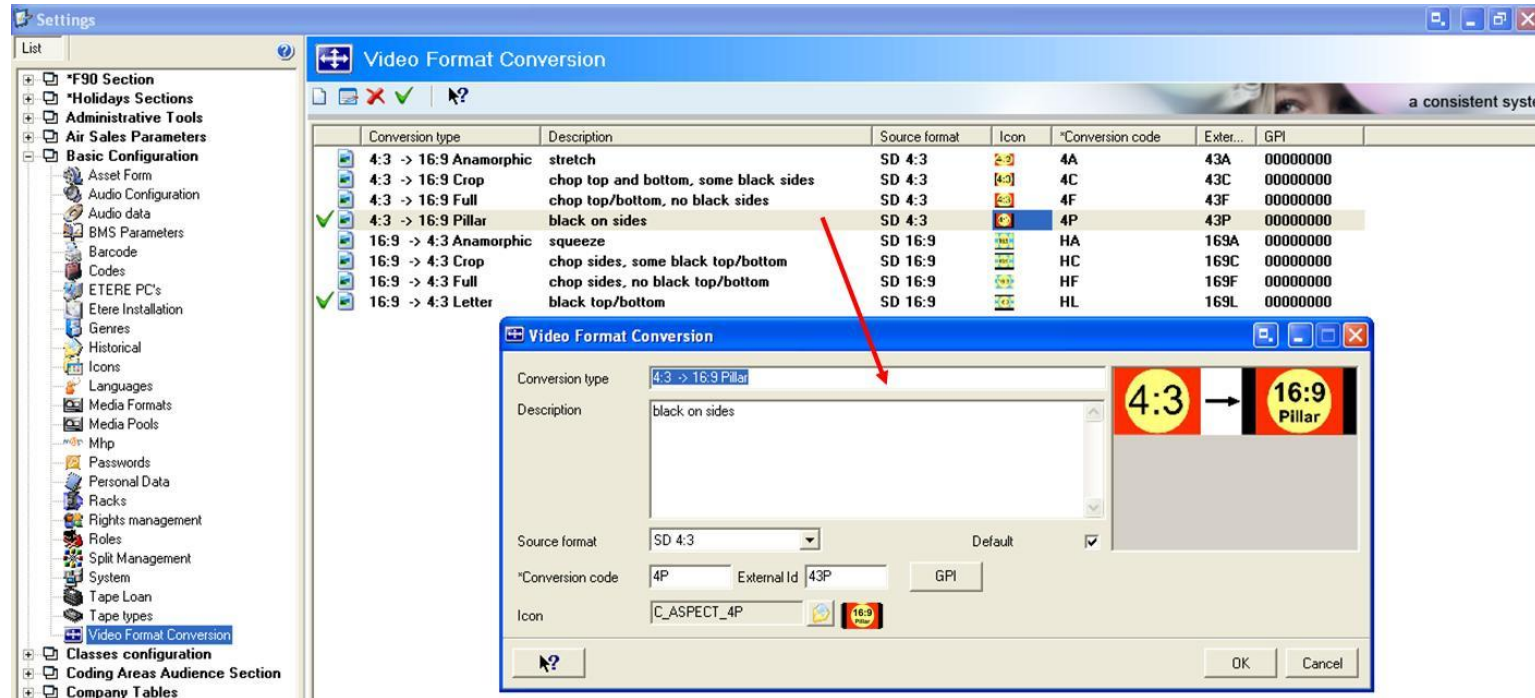a consistent system

Aspect Ratio Conversion
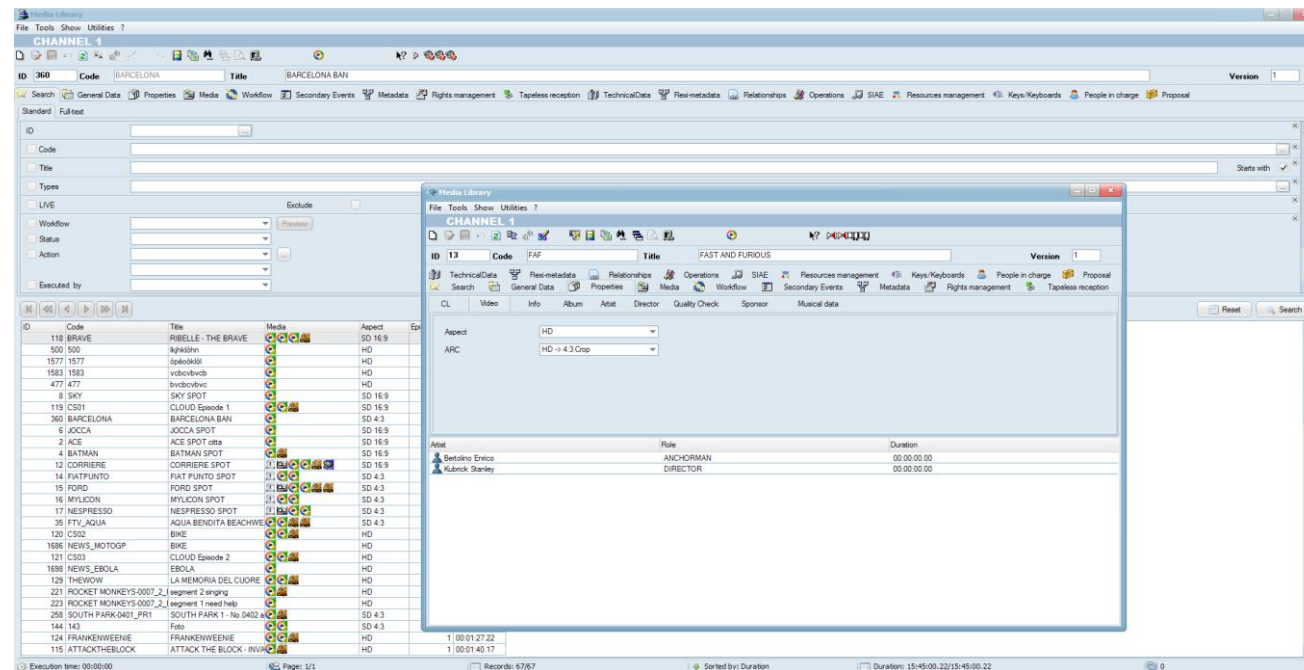
Define and Associate ARC

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

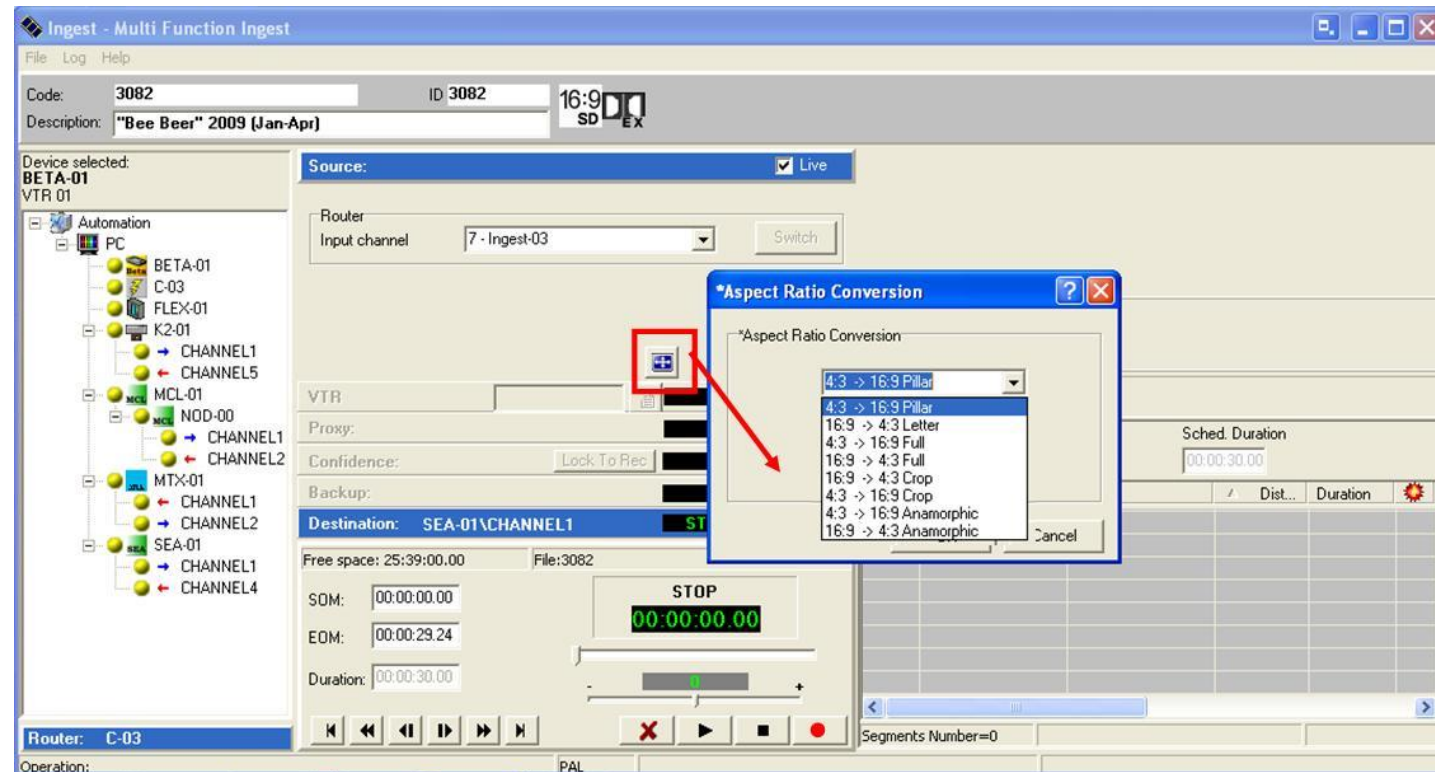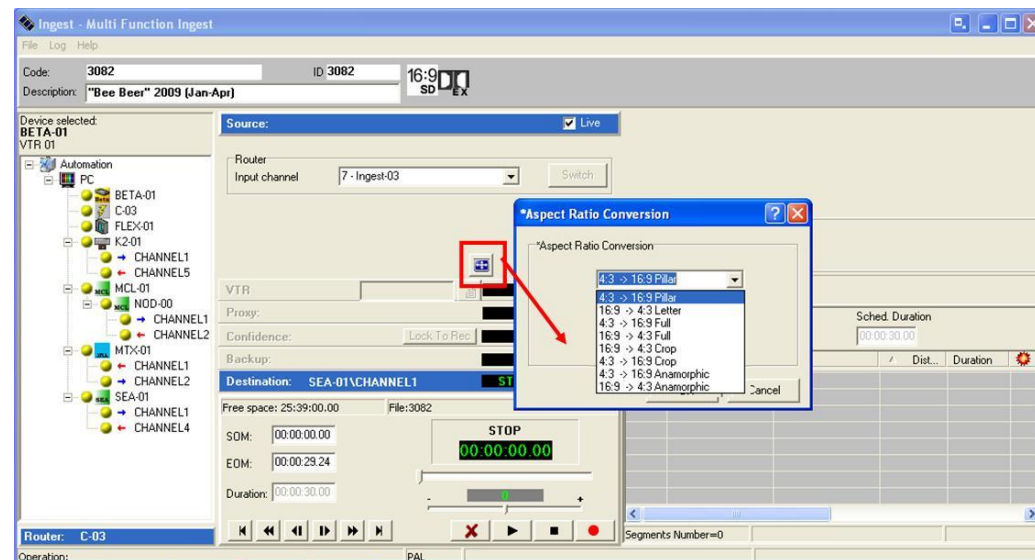View and modify the ARC assigned to scheduled events, directly from the schedule

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

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a consistent system

Thank you

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