

Etere Memory

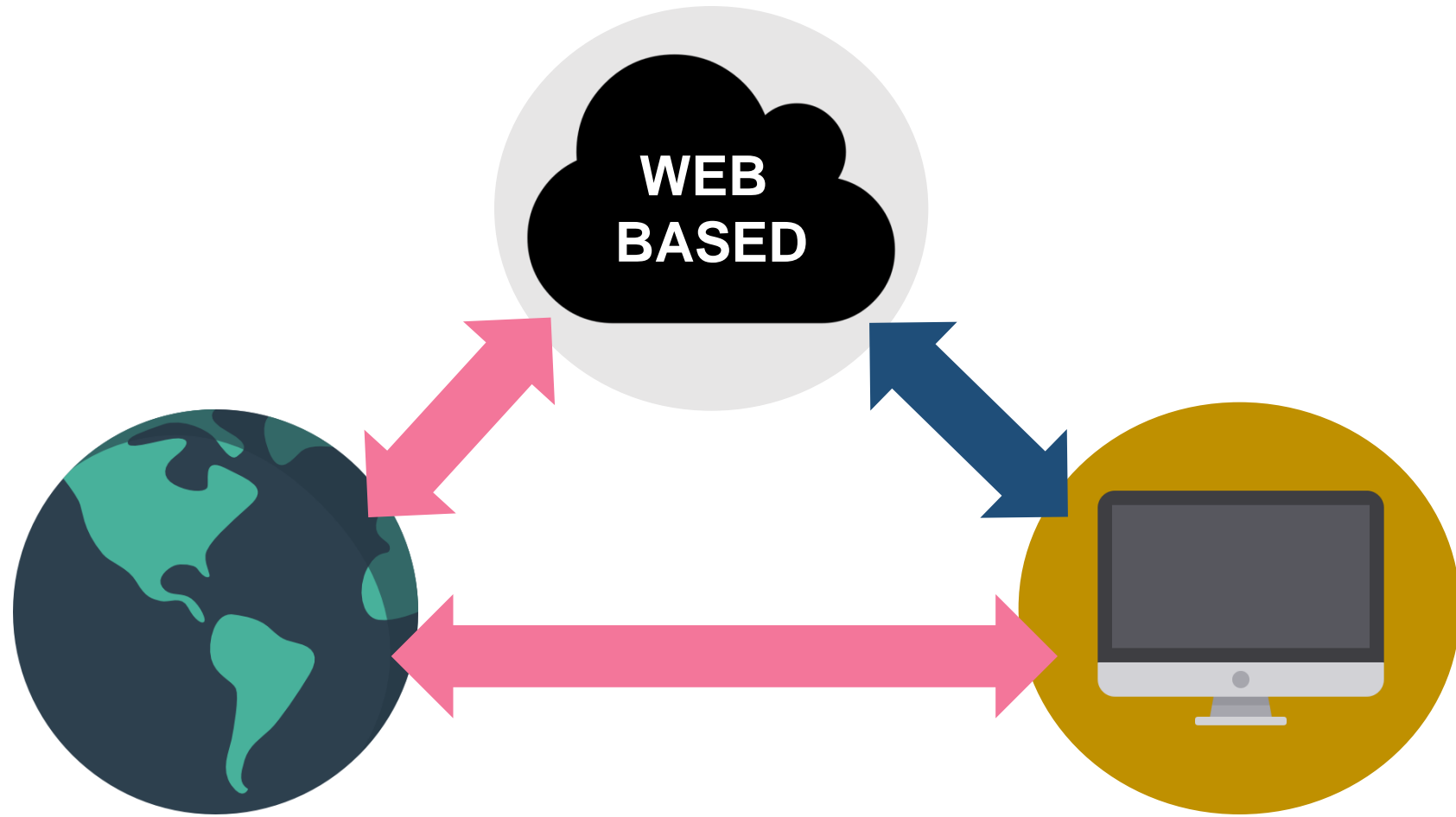
Transmission Logger



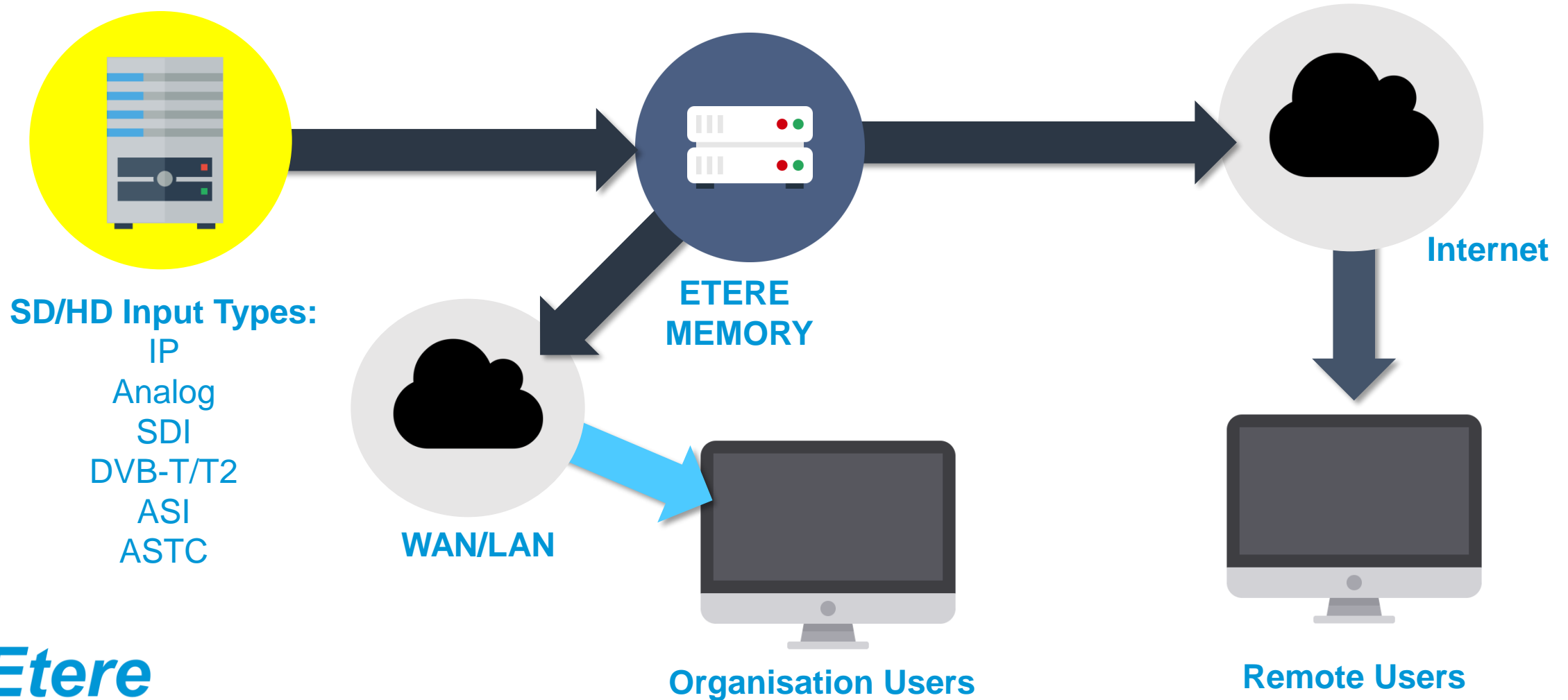
What is Etere Memory

- Etere Memory is a logger system based on Mpeg4/H264/Mpeg2
- Etere Memory uses standard technologies and does not require dedicated hardware
- Time code burn in
- All bitrates and formats are possible
- Input can be
 - Analog
 - SDI
 - IP
 - NDI

Web-Based Architecture



Web-Based Architecture



Key Features



Memory Features

- High-quality broadcast off-air recording system
- Compliance logger – complies with media regulators requirements: closed caption, Loudness, SCTE, etc
- Ingest any type of feed: analog/digital/SDI/DVB /IP/ASI/TS/HLS/ATSC/QAM
- Recording both TV and radio channels
- Full HD broadcasts support – IP/TS HD video recorder, HD SDI video recorder
- Multiple audio tracks support
- Multiple-language subtitles recording, closed caption, teletext, OPI 47, etc
- Supporting SCTE-35, SCTE-104
- Quick access and retrieval of recorded content
- Monitor content in Live mode or archived content
- Assign dynamic metadata to your content
- Quickly export clips to multiple destinations using a built-in transcoding engine with support for all industry standard file formats
- Supports VM (Virtual Machines) or Cloud

Archive and Retrieval

- Scalable archive allows for virtually unlimited storage of data
- The user friendly interface makes file retrieval easy through the web based interface
- Simultaneous users can access the archive, monitor the content, create, edit and export clips
- Media is saved in low and high resolution
- Users can work on the low resolution to save bandwidth, and work from remote sites, while clips will be created from the high resolution copy

Quick Export and Distribution

- Allows for fast clip creation
 - Includes mark in and mark out of segment
- Able to select file formats, resolution, and bitrate for distribution

Active Directory Integration

- Users are able to log in to the AD server, a one time log in process for access across multiple servers
- User credentials are set by the administrator

Closed Caption/SCTE/DVB-Subtitles/Teletext/Multiple

- Recording of DVB subtitles, closed caption or teletext and being able to monitor them is a requirement of the broadcasters in order to comply with regulation and maintain quality of service.
- Etere records this data to the shared database
- Data can be retrieved from the database when necessary
- The data can also be used during clip creation

Metadata

- You can add metadata on Etere Logger
- Metadata can be used to identify key part of the video
- Also you can search for metadata
- Metadata capabilities of Memory are based on Etere MAM indexing engine
- You can capture metadata from
 - Closed/open caption
 - CEA601-CEA701
 - VBI-VANC

Loudness Monitoring

- Identifies program loudness and loudness range
- Allows users to quickly review the status and provide continuous, exportable measurements as proof of compliance and to defend against loudness complaints.



Memory Browser

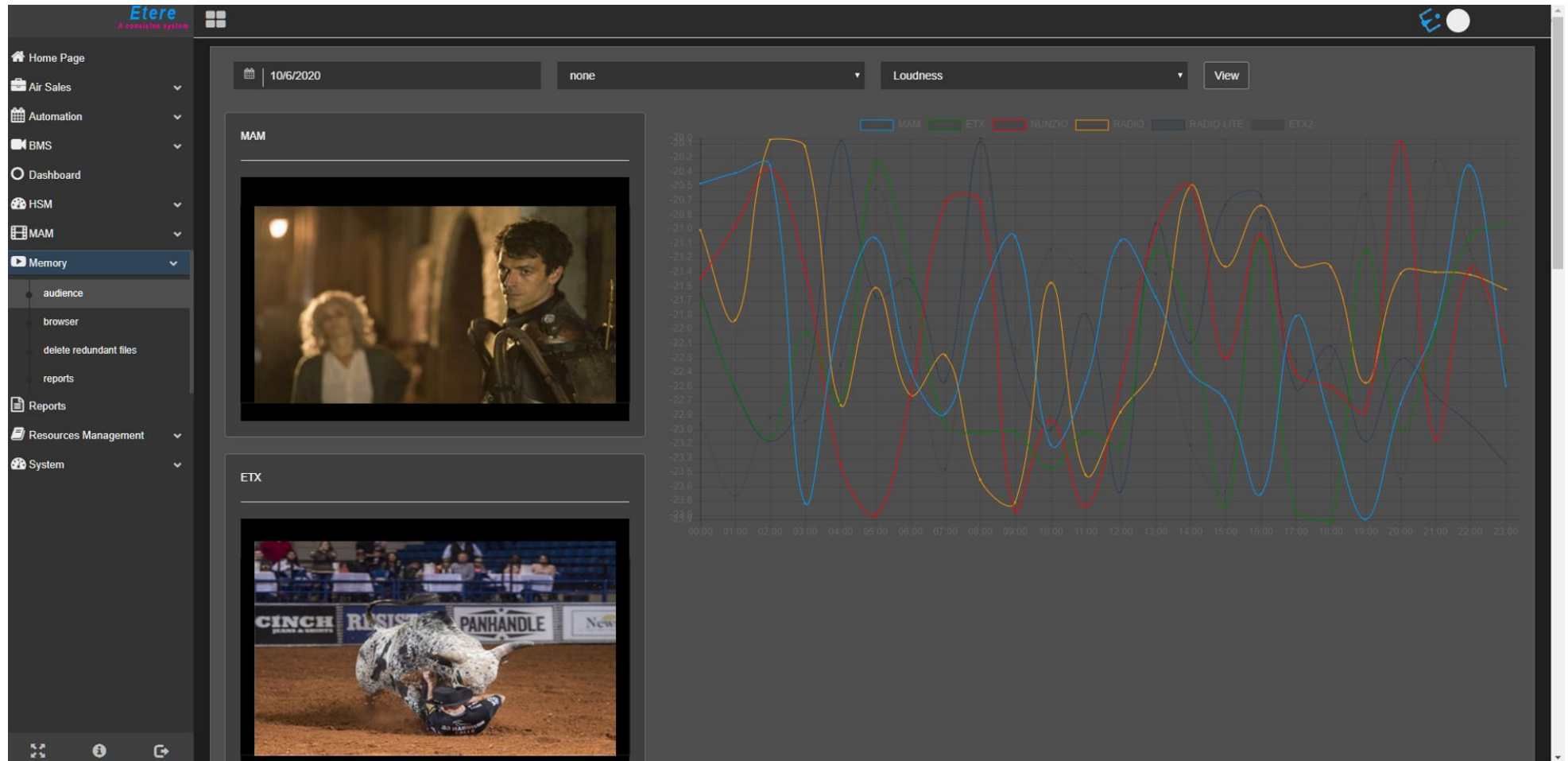
The screenshot displays the Etere Memory Browser interface. On the left is a sidebar with the Etere logo and a navigation menu including Home Page, Air Sales, Automation, BMS, Dashboard, MAM, Memory (selected), audience, browser, delete redundant files, reports, Reports, Resources Management, and System. The main area is titled 'Memory browser' and features a dropdown menu set to 'MAM'. Below this is a date filter for '19/10/2020' and a search bar. A list of memory segments is shown, with the selected segment being '19/10/2020 10:24:32 - 01:00:00.12'. The video player on the right shows a scene from a movie with the timestamp '2020-10-19 10:24:32:76'. The video player controls include play/pause, stop, previous, next, and a progress bar. Below the video player is a timeline with markers for 'hh:mm:ss:ff' and buttons for 'GO', 'SOM', and 'EOM'. The bottom right corner of the interface shows the text 'Etereweb - Etere pte ltd'.

Memory Reports

The screenshot displays the Etere web interface. On the left is a sidebar with navigation links: Home Page, Air Sales, Automation, BMS, Dashboard, MAM, Memory (selected), audience, browser, delete redundant files, reports, Reports, Resources Management, and System. The main area is titled 'Reports' and contains a 'Memory' section with a tree view showing 'Continuity report', 'Memory Contents Files', 'Memory Contents Files as playlist', and 'Memory Contents Summary' (selected). To the right is a 'Memory Contents Summary' form with fields for Station (All), From (19/10/2020), To (26/10/2020), and Codec (All). Below the form are 'Preview' and 'Download' buttons. A preview window is open, showing a table titled 'Memory Contents Summary' with columns: Date, User Code, Station, License #, Codec, Cloud-device, and Total Files. The table contains three rows of data.

| Date | User Code | Station | License # | Codec | Cloud-device | Total Files |
|------------|-----------|---------|-----------|-------|--------------|-------------|
| 19/10/2020 | 001 | MAM | MAIN#1 | H264 | Memory | 5 |
| 19/10/2020 | 001 | MAM | MAIN#1 | JPG | ARCHIVE | 1 |
| 19/10/2020 | 001 | MAM | MAIN#1 | UNK | ARCHIVE | 1 |

Preview of Loudness on Web



Video Analysis

- The ETERE memory can detect errors on video as
 - Black video
 - Freezed video
 - No audio
- Loudness control

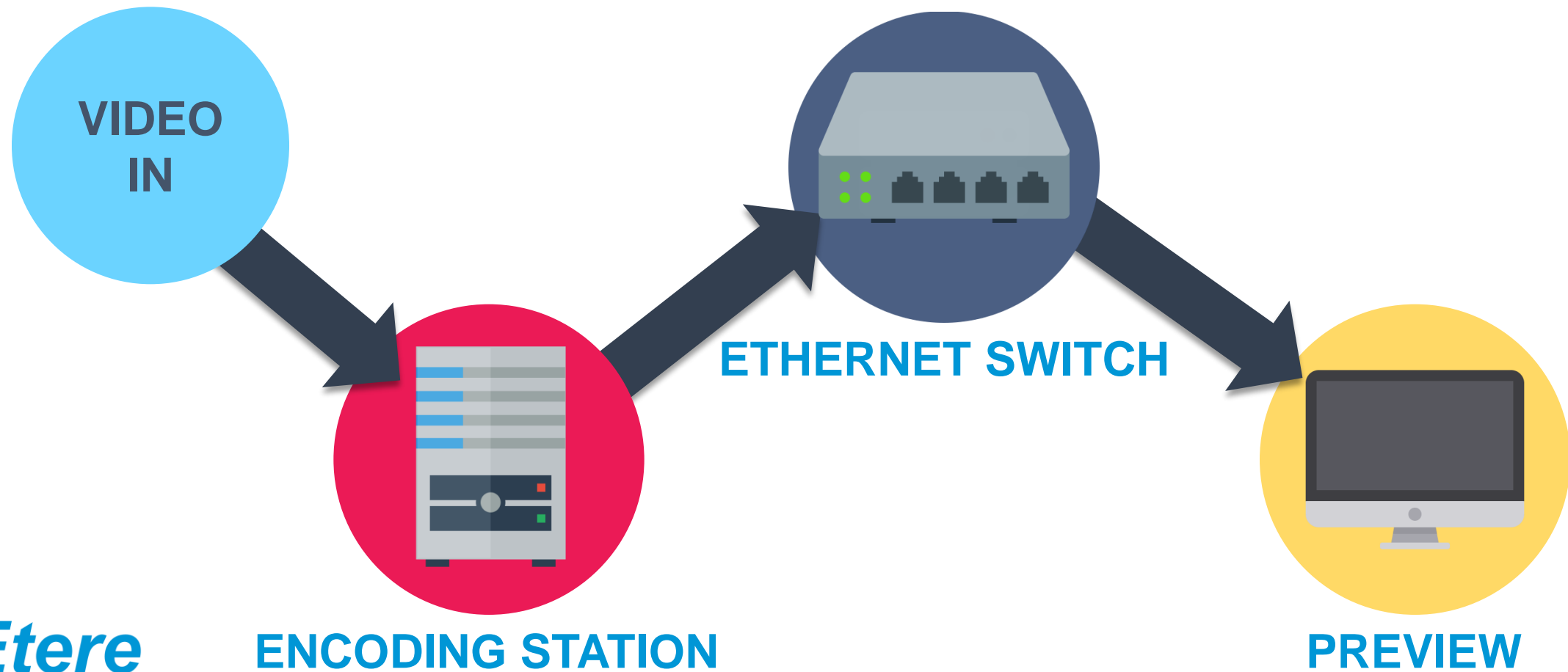
EPG/As Run Log Integration

- Integration with any EPG or As run Log from any automation system provides alternative tools for searching and finding specific content
- Files can be automatically loaded into the system, manually loaded or taken from the internet
- It allows playing or clipping of the relevant content directly from the EPG or As Run Log
- Automatic import of common as-run logs simplifies finding content for ad verification and compliance purposes

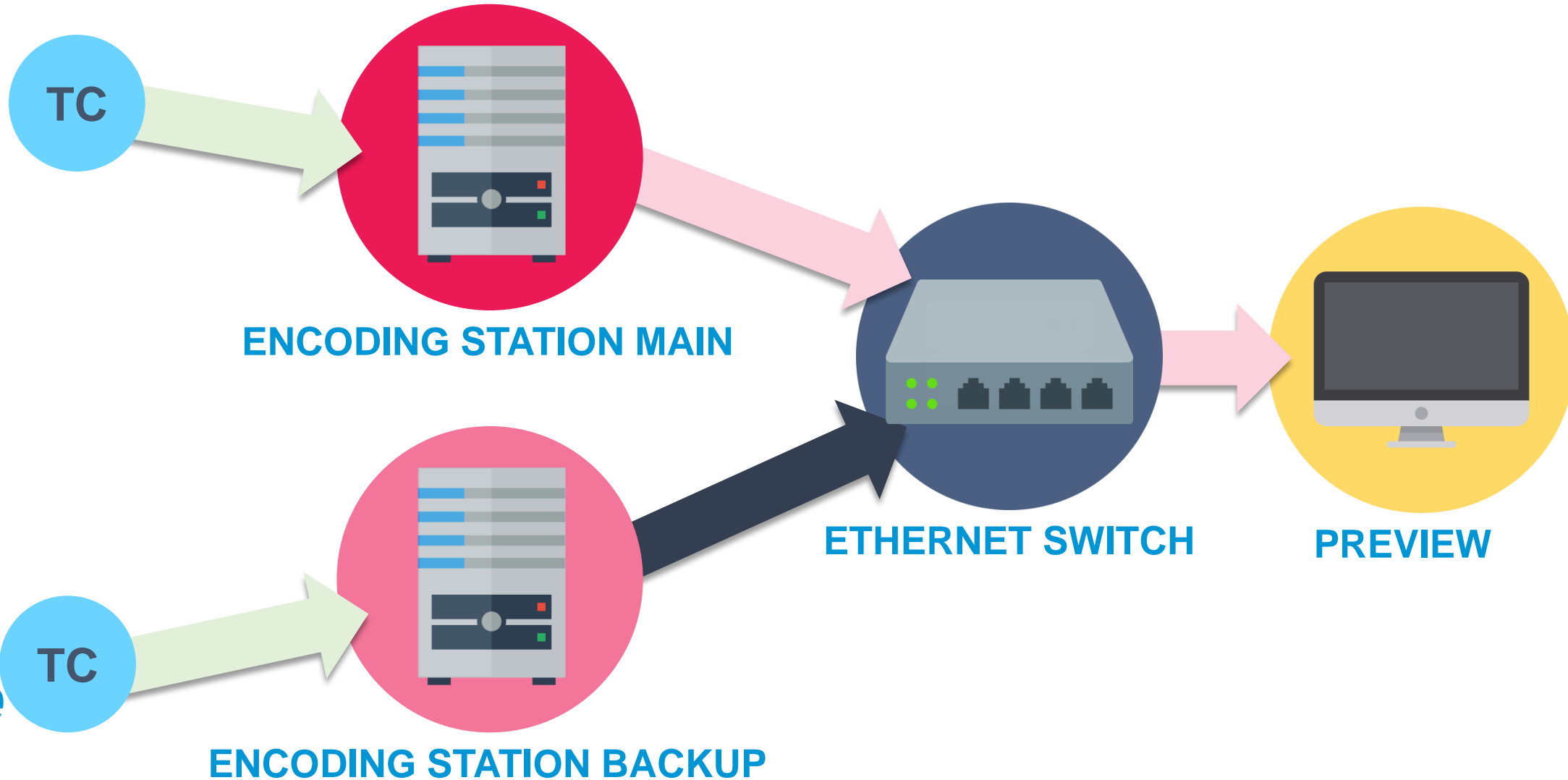
Transport Stream Native Recording

- TS can be recorded and saved in its native format
- Good for monitoring TS quality and service
- Helps save CPU resources

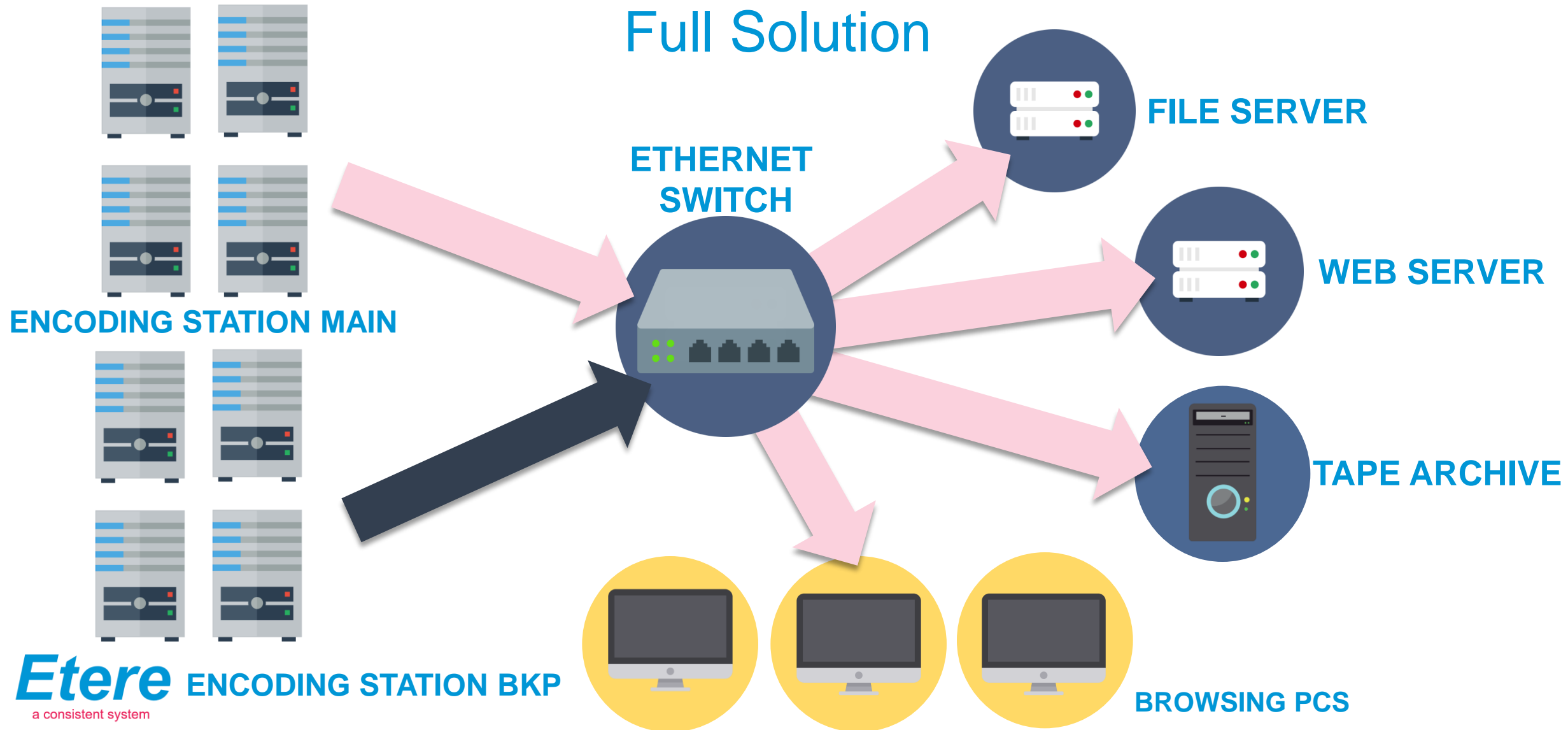
Basic Solution



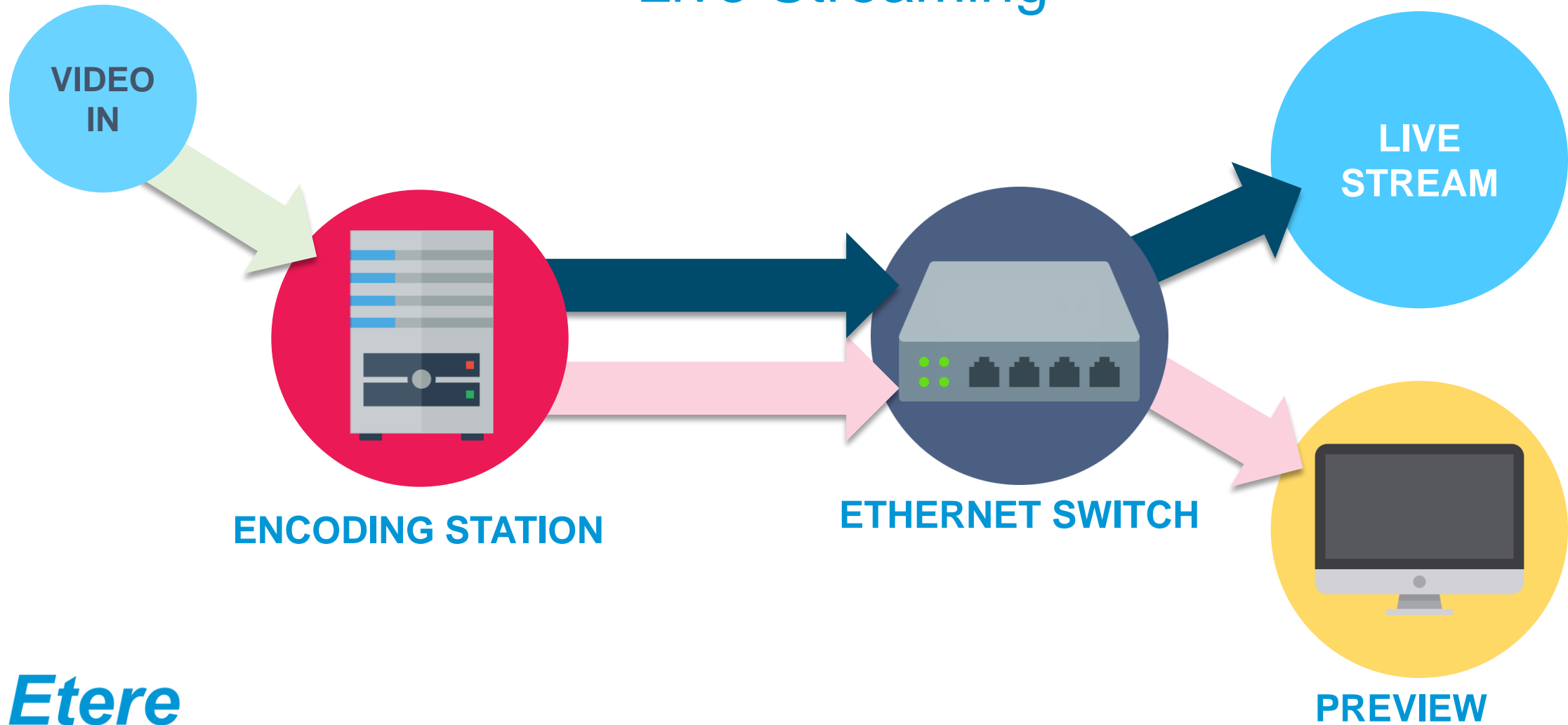
Redundant Solution



Full Solution



Live Streaming



Integration

Scheduling

- You can point a transmitted line to see the logged video

Airsales

- You can point on a customer traffic report to see the logged video
- You can insert audience data inside memory files

MAM

- You can search inside the metadata

HSM

- The Mam HSM server can be used for lowres and memory
- Old files can be stored on tape library forever and recalled on demand

Unique Feature

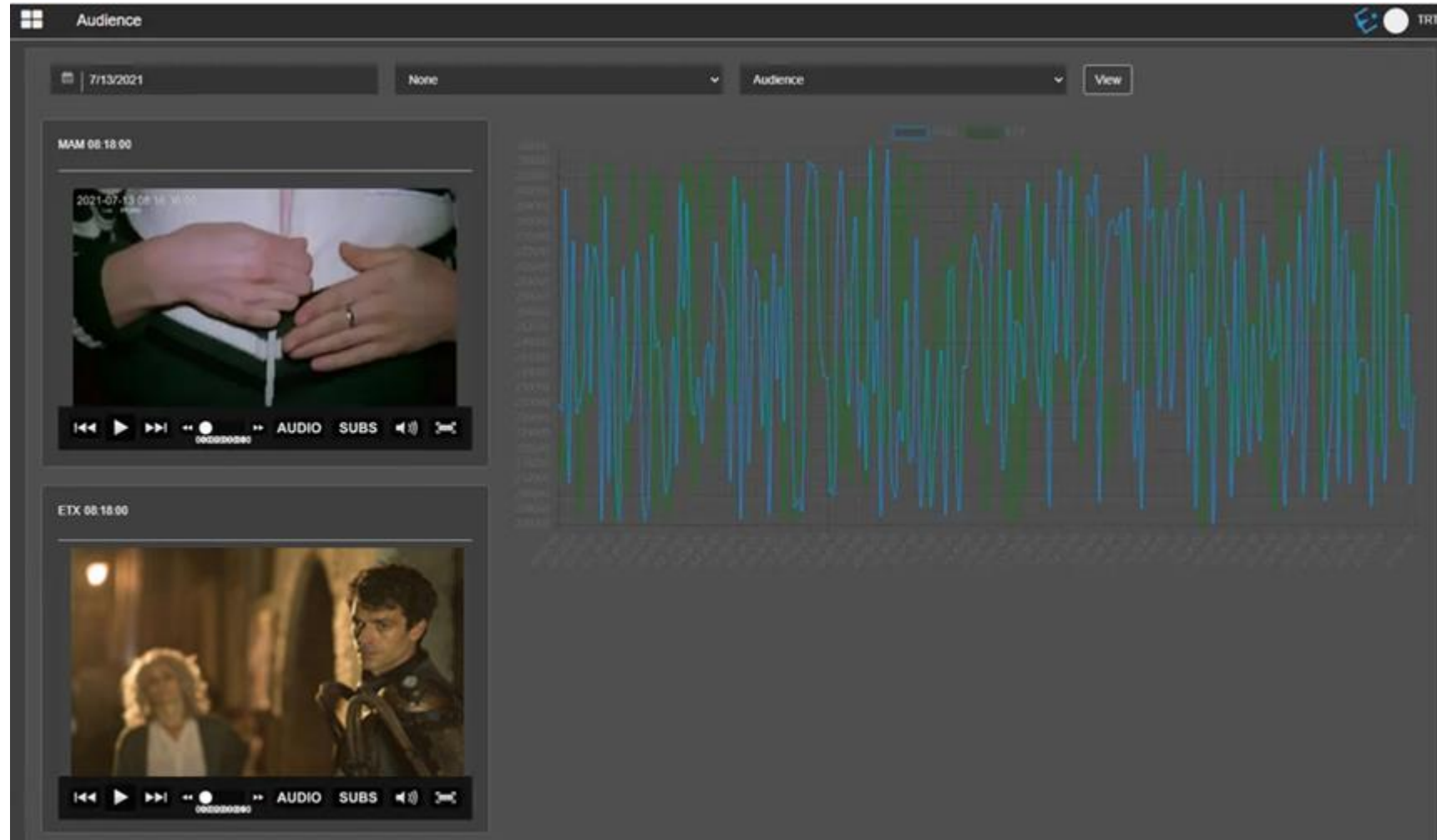
Audience Integration



Check Your Competitors

- Etere memory can record your competitors also
- You can add audience data to Logged video
- Etere is able to import audience files as 'arianna' files
- You can display multiple programs for marketing evaluation
- The display is available on both windows and web interfaces

Preview with Audience



Multi-Station Preview



Thank you

www.eterere.com

