

# EA3253 ETERE MASTER CONTROL

Etere Master Control enhances Etere ETX video and graphics features to achieve new capabilities of a full IT-based playout.



Etere, the pioneer of IT-based playout, is a worldwide provider of comprehensive and integrative software solutions for an easy management of all the functions within a Media company. Etere solutions are designed with more efficient workflows that are also fully scalable to your organisation's needs. Etere has always been an innovator in broadcast and integrating the traditional Master Control functions into **Etere ETX** ensures that you get the best returns on your investments. Etere system turns a simple computer into a multi-functioning integrated solution. With ETX, you will need only one server to playout, switch, fade dissolve, insert logo and do all the CG functions.

For customers who already use ETX, implementing an IT-based playout enhanced with master control functionalities will consist in a simple software upgrade based on an add-on license, no extra hardware is needed.

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## EA3253 ETERE MASTER CONTROL



### Key Features

**Etere Master Control** provides all features required from a master control including:

- ◆ Supports touch-screen display for a fully interactive experience
- ◆ Customised transition effects settings
- ◆ Preset and preview bars for fast switching
- ◆ Default configuration (A/B) needs a SD/HD 2IN-2OUT card
- ◆ Up to 8 logo layers with multiple sizes per decoder
- ◆ Unlimited number of input channels plus one Crawl/CG
- ◆ Audio shuffling and control as well as dolby-e pass-through
- ◆ Video switching including transitions effects
- ◆ Multiple PC's installations (e.g. for a 2nd EE monitor)



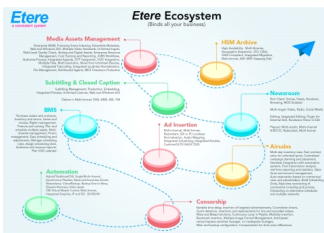
### Touch Screen

With the new Channel-in-a-box panel you will have all the standard functions of a master control with just a touch of your monitor. Etere R&D dept. has ensured all features necessary to make the operator's job easy, fast and error free. Etere software panel can be installed in multiple PC's, being commonly used on the 2nd monitor of [Executive Scheduling](#). An IT-based architecture allows to easily increase channels without traditional scaling constraints, its simplified system design will allow a much faster deployment of new facilities, additional channels and services, that is, ETX can be seriously considered as a system for lifetime.



### Unbeatable Quality

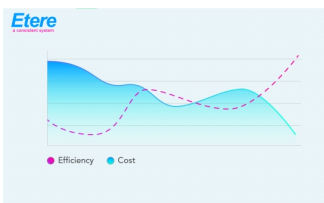
[Etere ETX](#) offers uncompromised playout ideally suited to the requirements of primetime TV channels, the system delivers superb picture quality due to a reduced number of broadcast devices and a native Digital signal processing. ETX can be used for more than 10 years with no changes, the free upgrade policy of Etere allows broadcasters to use the same system for 21 years, thus saving their investments by making ETX their ULTIMATE solutions to playout. ETX enables you to have full Master Control functionalities with only one video card, in both SD or HD without additional costs. Thanks to its reduced cost, broadcasters can have a fully redundant MC based on a main/clone approach that makes backup resources work at the simultaneously in a fully fault tolerant chain.



### Etere Ecosystem Integration

**Etere Master Control** can be used to control multiple channels from one single panel, a truly cost effective multi-channel solution. Etere Master Control can be easily and tightly integrated with other [Etere Ecosystem](#) modules such as:

- ◆ [Automation](#) : automated playout switching
- ◆ [Scheduling](#): streamlined playlist preview
- ◆ [Video Assist](#): facilitated emergency playout
- ◆ [Ingest](#): improved acquisition operations
- ◆ [Etere Media Asset Management \(MAM\)](#): increased media availability



### Cost Efficiency

[Etere ETX](#) substantially reduces capital expenditure and operating costs for television facilities since it replaces proprietary broadcast playout and processing hardware with standard IT servers and Etere software. The use of an arrangement-convenient IT hardware will also result in a significant reduction of space and power requirements, as well as in a simplified maintenance. Besides cost efficiency, ETX also ensures best functionality, extreme scalability, wide hardware support and error-free functioning.