XOR Media Broadcast Playout Platform with Etere MTX

Channel-in-a-box solution integrating graphics and master control with XOR Media servers

Features

- Robust ingest/playout servers, with built in storage of up to 16TB
- Massive central storage that scales up to 64ZB
- Up to eight layers of graphic overlay
- Integrated master control

Benefits

- Reduced capital expenditure
- Improved system scalability and workflow efficiency
- Reduction in space and power requirements
- Simpler maintenance
- Scale channel counts and storage capacity
- Faster deployment of new channels, services or facilities

Traditional broadcast technologies employ the use of proprietary broadcast playout equipment and processing hardware. Graphics and master control are also often implemented as disjoint external systems with separate hardware and software, requiring significant expenditure to implement such capabilities. On top of the cost, disjoint systems also make workflows inefficient and the systems difficult to manage and scale.

The challenge is to leverage information technology in media applications, with the goal to automate and consolidate components of the broadcast workflow.

The XOR Media and Etere partnership aims to simplify playout workflow by integrating playout with graphics and master control functions in a "channel in a box". The complete solution is based on XOR MediaClient 8200 and MediaServer 1200 codec servers and XOR Universal MediaLibrary storage platforms that provide a robust and scalable IT-based infrastructure. Etere MTX builds into the system a graphics engine and master control. The solution is based on open standards, making scalability and expansion of the platform with other third-party best-in-class tools always an option.
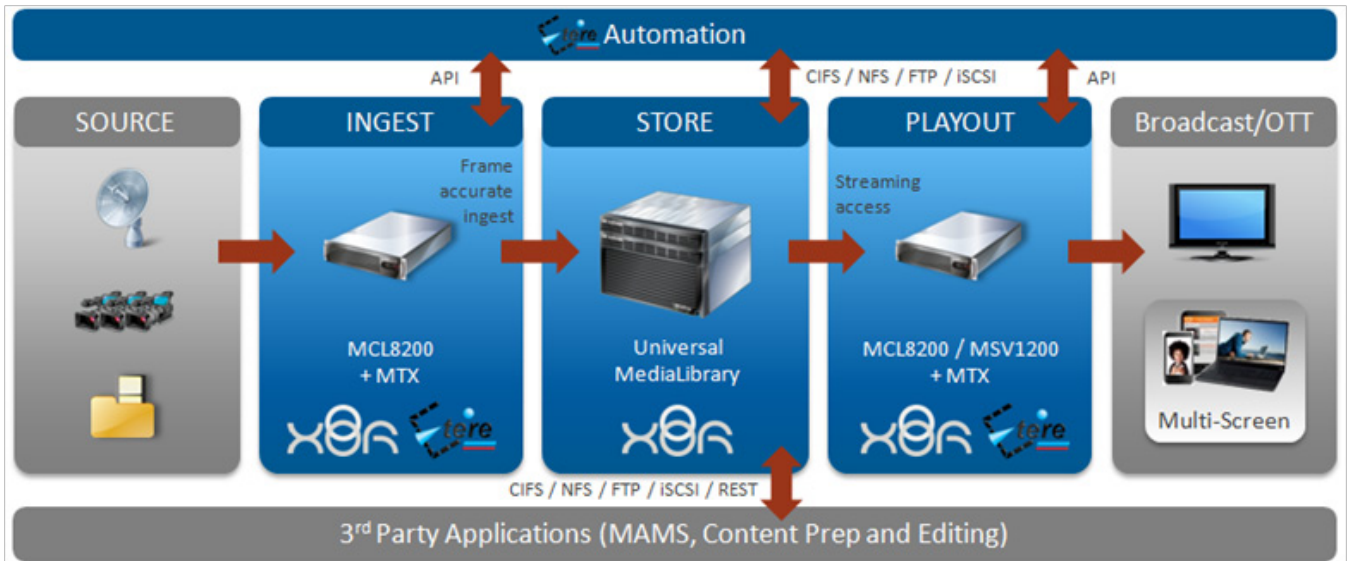
The XOR MediaClient 8200 (MCL 8200) and XOR MediaServer 1200 (MSV 1200) are broadcast-quality video servers that offer multi-standard, multi-channel and multi-format operations. These 64-bit codec platforms have flexible and cost-effective software codec configuration for SD, HD and SD/HD interoperable with different media applications across broadcast workflows. The MSV 1200 is a standalone server with storage of up to 16TB (alternative SSD capacity up to 4.8TB); the MCL 8200 connects to the Universal MediaLibrary shared storage platform.

The Universal MediaLibrary (UML) is an open, cloud-scalable, and shared storage platform. It is cluster-scalable in both performance and capacity of up to 64ZB in a single global namespace. It supports production, edit-in-place, play-to-air, disaster recovery, digital media factory, and active archive workflows. With simultaneous NAS and SAN connections, the UML accesses iSCSI, CIFS, NFS, and FTP files without reconfigurations or gateways. The UML is highly available with redundant servers and RAID 6-protected storage drives. It incorporates media-centric features such as media-centric file layout and client-based bandwidth control.

Etere MTX is an innovative and cost-effective application that builds Etere IT-based playout, graphics, and master control technologies into XOR Media server platforms, producing a compact and manageable "channel in a box". The solution supports all the most common compression schemas and wrappers and creates low-res proxies during ingest. It embeds a graphics engine in the XOR servers allowing overlays of 4 or 8 layers of fixed logos, moving logos, and crawls, while optionally integrating master control for live events production. Etere MTX also enables a seamless integration with Etere MAMS and Etere Automation offerings.

With XOR and Etere's "channel in a box", the broadcast workflow is simplified, allowing faster deployment and lowering the initial and operational expenditure to maintain an IT architecture packed with graphic features.

About XOR Media
XOR Media develops high-performance, open, IT storage, specialized for media applications and private cloud data centers. Formerly SeaChange Broadcast, XOR Media offers a product line that includes open, cloud-capable, and media-optimized technologies used by hundreds of broadcasters and content providers around the world: ingest and playout codecs MediaClient and MediaServer; and the prizewinning, clustered and scalable Universal MediaLibrary storage. XOR Media operates globally with over 200 employees and manages 15,000 channels on air. www.xor-media.com

About Etere
Etere, the worldwide pioneer in IT-based broadcast produces highly integrated software compliant with Media Enterprise Resource Management vision. Designing more efficient workflows and improving the system scalability. An outstanding portfolio of edge technologies, high performance, top level application support, quality software solutions that anticipate and satisfy broadcast needs. Etere is focused on innovation in understanding the trends and needs of the market, preparing for what's to come. More information is available at www.etere.eu.