

Aurora integration with Etere MAM



Aurora file-based QC integrated within the Etere MAM, to ensure media quality in this comprehensive solution for flexible, modular and effective management of digital assets.

Managing a rapidly increasing archive of media files can be a complex and time-consuming process. A reliable and innovative solution is needed that simplifies this operation. Etere MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

Aurora is the automated file-based QC software that you can rely on to place in your Etere MAM solution to identify any visual, audio or metadata issues with the media files. The Tektronix focus on minimising false positives and a high degree of correlation to human perception means that our test reports highlight just the issues you need to address. Our architecture delivers guaranteed QC capacity and unrivalled speed of QC analysis.

Etere

Etere is a worldwide leader in software for broadcast and media companies. For over 24 years the company has achieved a great reputation as one of the most innovative, experienced, efficient brand in broadcast and media market. The Etere commitment is to continually improving solutions and enhancing customers' production. Etere solutions are deployed to run media enterprises better and with ease. Etere software innovations have created an important breakthroughs, providing an environment that is optimal for state-of-the-art production with many important installations for clients all over the world.

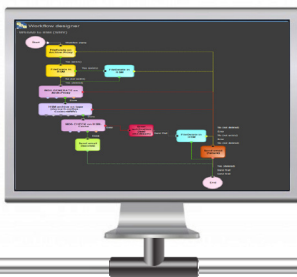
Aurora Tests

Visual artifacts that can be detected by Aurora include Macro-block Noise/Cloud, Up-conversion, Comb Artifacts, Field Order Swaps, Tape/Digital Hits, Perceptual & Film Artifacts, Black/Freeze Frames, Letter-boxing/Pillar-boxing, Color Bars, PSE/Flash Detection, and Cadence Change. Audio artifacts that can be tested include Silence, Drop-outs, Peaks (dBTP, PPM, dBFS), Average Levels (R128, ATSC, ARIB), Clipping, Snaps/Clicks/Pops, Test Tones, Phase Swaps and Hiss/Hum.

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Solution Architecture and Workflow Overview

Workflow
Define each step of the broadcasting process, including QC



Asset Management
Automated ingest, metadata entry, search and preview



Content Management
Aurora integrated within Etere CMS system



Web Access & NLE
EtereWeb for real-time MAM and integration with NLEs



Etere MAM is an end-to-end software solution created to fully optimize the value of media content.

Etere MAM includes a mission critical, integrated workflow application that facilitates systems management by clearly defining each complex step of the broadcasting process including automated QC. Rules are configured and processes defined to ensure every step is carried out correctly following the correct authorization and notification procedures.

Etere Asset Management ensures that all data associated to an asset (media, EPG, EDL, secondary events, QC metadata etc) is managed in centralized Asset Forms fully integrated across systems and applications. All media versions that relate to a particular asset are detailed in the asset's media cockpit. Etere MAM supports advanced metadata association with each media file containing a customizable and fully integrated set of metadata ensuring fully comprehensive media content definition.

Etere integrates with Aurora QC software through the Aurora SOAP API, utilizing Aurora as a background service. Etere MAM manages file movement for files to be tested and presents the QC test results in the familiar Etere user interface. Aurora VUs (verification units) are installed on standard IT hardware servers, blades or fully virtualized infrastructure. The quantity of VUs installed and the number of servers depends on the number of concurrent QC tasks and the speed of QC analysis required. Each VU tests one file at a time with dedicated CPUs and GPU acceleration for guaranteed QC capacity.

Complete access to media content from both central and remote locations is possible using EtereWeb clients. Real-time content search, retrieval, browsing and basic manipulation is supported. Operators can review the media that has reported QC issues and make editing decisions. Etere MAM NLE integration allows media content to be accessible even from inside an editing station, enabling the operators to correct reported QC issues where possible.

Contact Us

For complete information and sales contacts, go to www.tektronix.com/file-based-qc.