

D A I L Y U P

USER GUIDE

A NEVER-SEEN-BEFORE PLATFORM GIVING YOU THE EDGE

WITH AUGMENTED CONTENT



1. AUGMENTED CONTENT FORMATS

Formats still available: Text & Image

Brand new formats:

- Generating audio: MP3 audio stories
- Generating video: MP4 squared & portrait stories

Volumes: + 1 000 content pieces per month

Languages:

- AFP-ETX content: French & English (many accents)
- Clients' own content: +10 languages (more coming soon)

Accessibility:

FTP, XML, RSS feeds (& API coming soon) for text & image formats.

ETX Daily Up Platform for all formats.

ETX DAILY UP

TO READ, HEAR,
WATCH!

2. AN AUGMENTED EDITORIAL LINE

ETX Daily Up **decrypts the changes in lifestyles and uses** all around the world in culture, environment, work, housing, well-being, responsible consumption, new forms of mobility...

#BetterDifferentlyLess

Today's challenges raise the need for closer information, one that allows people to act, to improve their lives, to do better, differently and more frugally.

DECRYPTING – TRENDS - EMPOWERMENT JOURNALISM

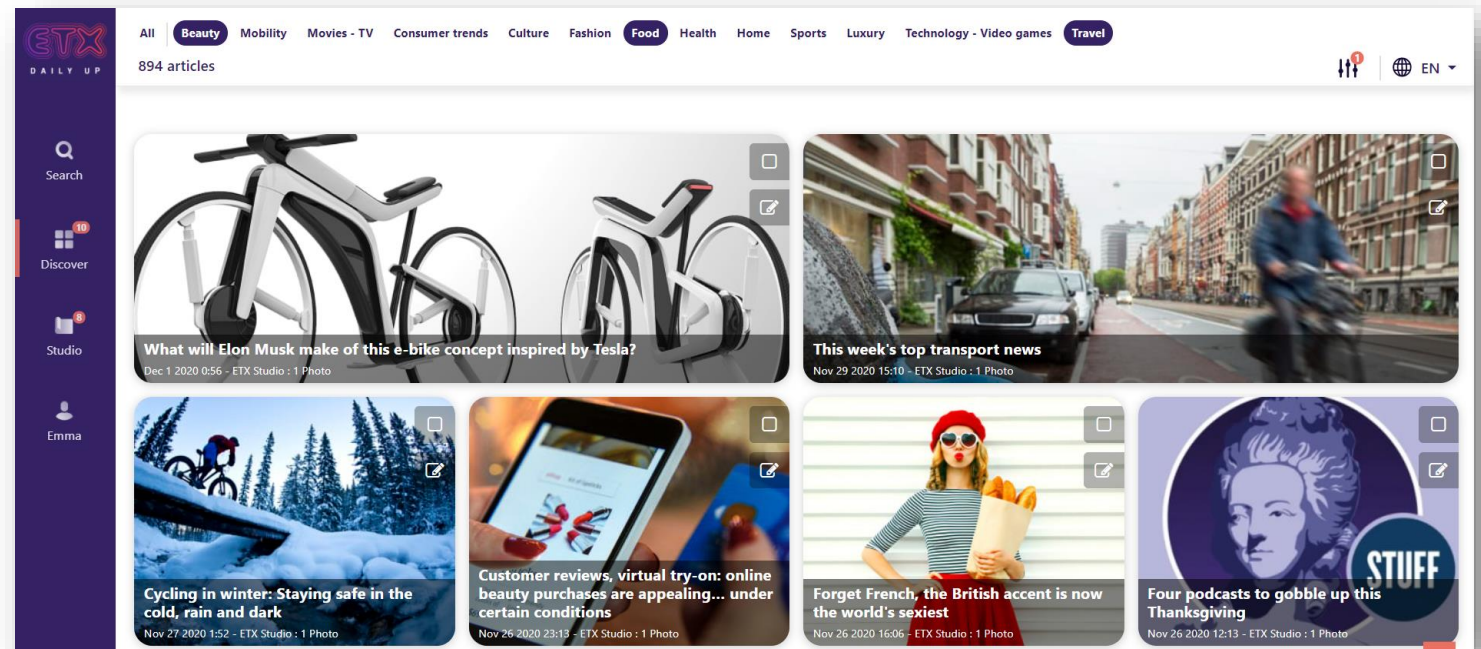
AN “ALL-IN-ONE” USE PLATFORM

ETX & AFP CONTENT

- ✓ Classic stories
- ✓ Augmented Audio News
- ✓ Animated Audio News
- ✓ Flash briefing

CLIENT’S CONTENT

- ✓ Augmented Audio News
- ✓ Animated Audio News
- ✓ Flash briefing
- ✓ Newsletters



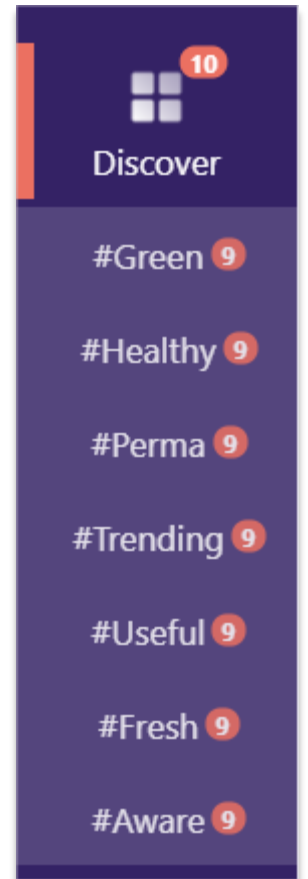
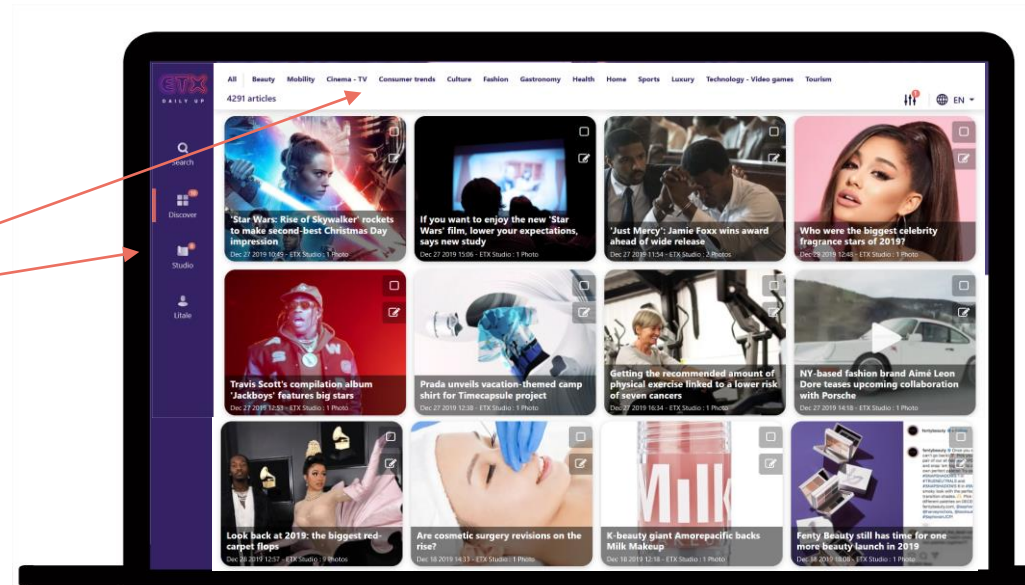
AN EASY WAY TO DISCOVER

THE LATEST CONTENT

Beauty Mobility Movies - TV Consumer trends Culture Fashion Food

Health Home Sports Luxury Technology - Video games Travel

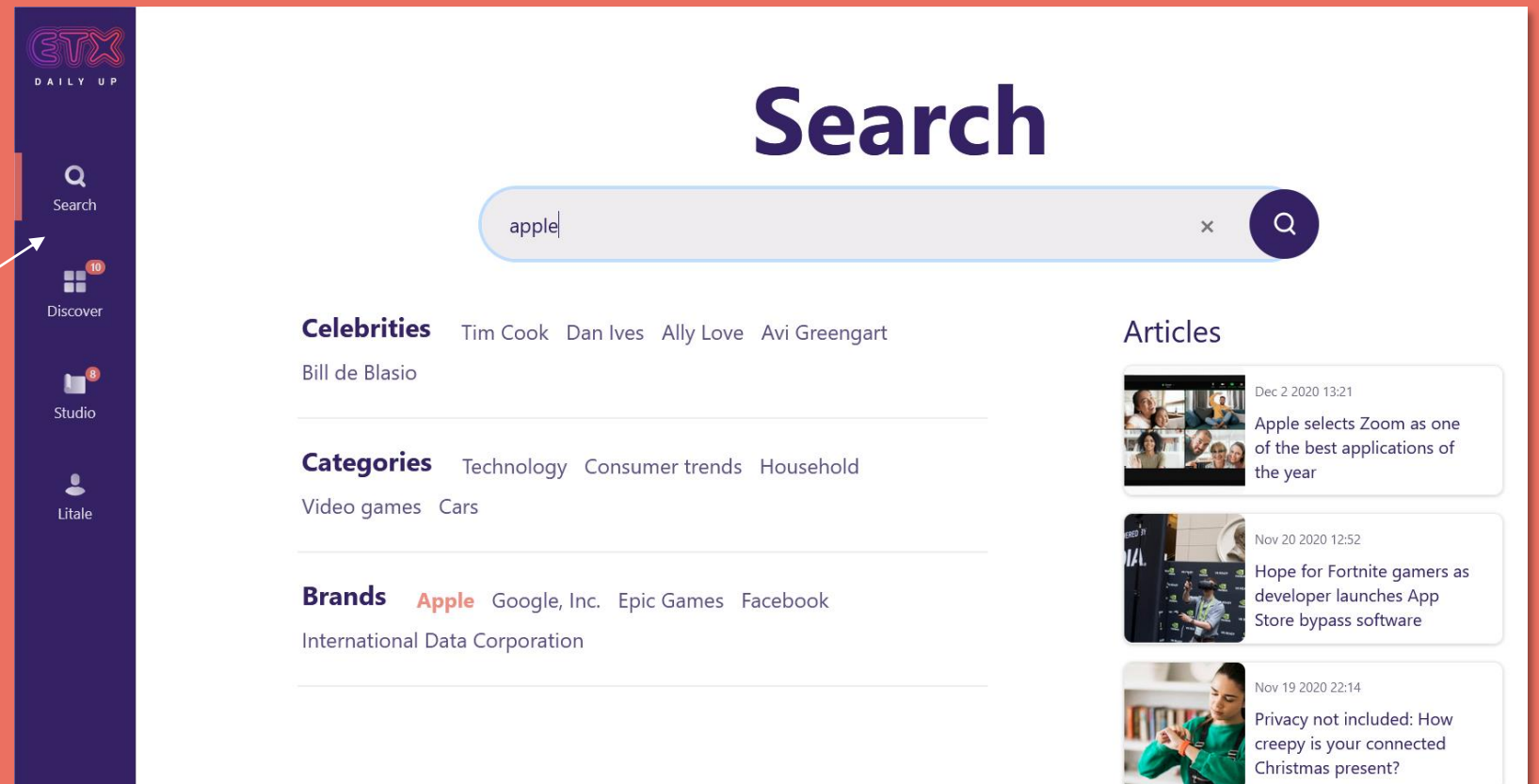
- 13 categories: you can pinpoint one, select several or all 13 at once
- 7 transversal entries that you can explore from the side bar



AN EASY WAY TO SEARCH FOR CONTENT

& DISCOVER TRENDS

Open the search menu to see trend suggestions & the latest news related to your searched keywords



ETVX
DAILY UP

Search

Discover

Studio

Litale

Search

apple

Celebrities Tim Cook Dan Ives Ally Love Avi Greengart
Bill de Blasio

Categories Technology Consumer trends Household
Video games Cars

Brands **Apple** Google, Inc. Epic Games Facebook
International Data Corporation

Articles

Dec 2 2020 13:21
Apple selects Zoom as one of the best applications of the year

Nov 20 2020 12:52
Hope for Fortnite gamers as developer launches App Store bypass software

Nov 19 2020 22:14
Privacy not included: How creepy is your connected Christmas present?

CHOOSE TO READ OR HEAR THE NEWS

AND REUSE IT EASILY

Discover related news

- Play the news
- Copy the content
- Download the image
- Add the news to the Studio to convert it to audio or video format

The screenshot displays the ETX Studio interface. On the left is a dark purple sidebar with the 'ETX DAILY UP' logo and navigation icons for Search, Discover, Studio, and Litale. The main content area features an article titled 'From gift wrap to decorations: Four tips for an eco-friendly holiday' published on Dec 8, 2020. The article includes a large image of eco-friendly holiday decorations and gifts. Below the image is a paragraph about zero-waste holidays and a section titled 'From secondhand gifts to zero packaging'. To the right of the article, under the heading 'On the same subject', are three related news items. A red arrow points from the 'Discover' icon in the sidebar to the article. Four red arrows point from the article's interactive icons (play, copy, download, and add to studio) to the list in the left sidebar.

← BACK

From gift wrap to decorations: Four tips for an eco-friendly holiday
Published on Dec 8 2020 4:20 | Par ETX Studio

Photographie klenova / iStock.com©

Happy zero waste holiday! From decorations to the menu to seasonal gifts, here are some solutions for anyone and everyone who wants to make their end-of-year festivities a little more eco-friendly. And you could even save some hard-earned pennies.

From secondhand gifts to zero packaging

If your budget for gifts is tight this year, that's all the more reason to think about giving a new lease of life to old or unwanted objects, whether it's a reconditioned smartphone, restored toys or vintage clothing from a secondhand website. Plus, wherever possible, try to buy products that use minimal packaging, especially when shopping directly in stores. When shopping online, packaging materials (tissue paper, brown paper, etc) can be kept and reused for

On the same subject

- Dec 11 2020 4:03
Holiday 2020: The gifts you never thought you'd receive
ETX STUDIO
- Dec 10 2020 20:01
Why LEGO is building an original Christmas tree on Instagram
ETX STUDIO
- Dec 9 2020 2:48
Caring about clothes: Why it's time to fix up rather than throw out
ETX STUDIO

SELECT ONE OR SEVERAL NEWS TO CONVERT THEM

INTO AUDIO / VIDEO

Click to select the news you intend to convert into audio or video, and add them to the editor.

Tip: if you click « more » you'll be able to add them to the playlist and listen to them

The screenshot displays the ETX Studio interface, which is used for selecting and converting news articles. The interface is divided into a left sidebar and a main content area.

Left Sidebar:

- ETX DAILY UP logo
- Search icon
- Discover icon (with a red notification bubble showing '10')
- Studio icon (with a red notification bubble showing '9')
- Litale icon

Main Content Area:

- Navigation bar: All, Beauty, Mobility, Cinema - TV, Consumer trends, Culture, Fashion, Gastronomy, Health, Home, Sports, Luxury, Technology - Video games
- Section: Tourism
- Article count: 4289 articles
- Language: EN

News Articles:

- 'Star Wars: Rise of Skywalker' rockets to make second-best Christmas Day impression** (Dec 27 2019 10:49 - ETX Studio : 1 Photo)
- If you want to enjoy the new 'Star Wars' film, lower your expectations, says new study** (Dec 27 2019 15:06 - ETX Studio : 1 Photo)
- 'Just Mercy': Jamie Foxx wins award ahead of 'Boyz n the Hood'** (Dec 27 2019 11:54 - ETX Studio : 1 Photo)
- Travis Scott's compilation album 'Jackboys' features big stars** (Dec 27 2019 12:53 - ETX Studio : 1 Photo)
- Prada unveils vacation-themed camp shirt for Timecapsule project** (Dec 27 2019 12:38 - ETX Studio : 1 Photo)
- Getting the recommended amount of physical exercise linked to a lower risk of seven cancers** (Dec 27 2019 16:34 - ETX Studio : 1 Photo)

Selection Process:

- Each article has a checkbox in the top right corner for selection.
- A button labeled "Show my selection (3)" is located at the top right of the article grid.
- A modal window titled "My selection" is open, showing the selected articles:

- 'Star Wars: Rise of Skywalker' rockets to make second-best Christmas Day impression (ETX Studio - Dec 27, 2019)
- Prada unveils vacation-themed camp shirt for Timecapsule project (ETX Studio - Dec 27, 2019)
- Getting the recommended amount of physical exercise linked to a lower risk of seven cancers (ETX Studio - Dec 27, 2019)

- At the bottom of the modal, it says "3 selected article(s)" and provides buttons for "Add to editor" and "More".

STUDIO

CONVERT TEXT INTO AUDIO / VIDEO

- Name your creation
- Pick a voice
- Select the formats

- You can add audio, text, or news from the platform, by clicking on the « + »
- You can edit the title displayed on the video
- You can edit the text that will be voiced
- In addition to the headline you can add the entire news

The screenshot displays the ETVX Studio interface, which is used for creating audio and video content. The interface includes a sidebar on the left with navigation options: Search, Discover (with a '10' badge), Studio (with an '8' badge), and Litale. The main workspace is divided into two sections. The top section shows a sequence of video thumbnails being built, separated by plus signs. The first thumbnail features a Star Wars scene with the text "'Star Wars: Rise of Skywalker' rockets to make second-best Christmas Day impression" and an 'Edit' button. The second thumbnail shows a courtroom scene with the text "'Just Mercy': Jamie Foxx wins award ahead of wide release" and an 'Edit' button. The bottom section shows a preview of the first video, with the same headline and a paragraph of text: "Limp review reception regardless, 'Star Wars: Episode IX - The Rise of Skywalker' was enough of a hit with North American moviegoers to generate the second-highest amount of one-day Holiday Season box office revenue to date, with a take of US\$32 million on Christmas Day." Below the text is a plus sign and the link 'ENTIRE ARTICLE'. On the right side of the interface, there are buttons for 'Choose your voice', 'Choose your format', and 'Generate', along with icons for deleting and saving. A red box on the right side of the interface highlights a video thumbnail with the text 'You can edit the image' and an arrow pointing to the image.

User Guide

Choose your voice ▾ Choose your format ▾

Generate

Search

Discover 10

Studio 8

Litale

+ + +

'Star Wars: Rise of Skywalker' rockets to make second-best Christmas Day impression

Edit

'Just Mercy': Jamie Foxx wins award ahead of wide release

Edit

▾

'Star Wars: Rise of Skywalker' rockets to make second-best Christmas Day impression

Limp review reception regardless, "Star Wars: Episode IX - The Rise of Skywalker" was enough of a hit with North American moviegoers to generate the second-highest amount of one-day Holiday Season box office revenue to date, with a take of US\$32 million on Christmas Day.

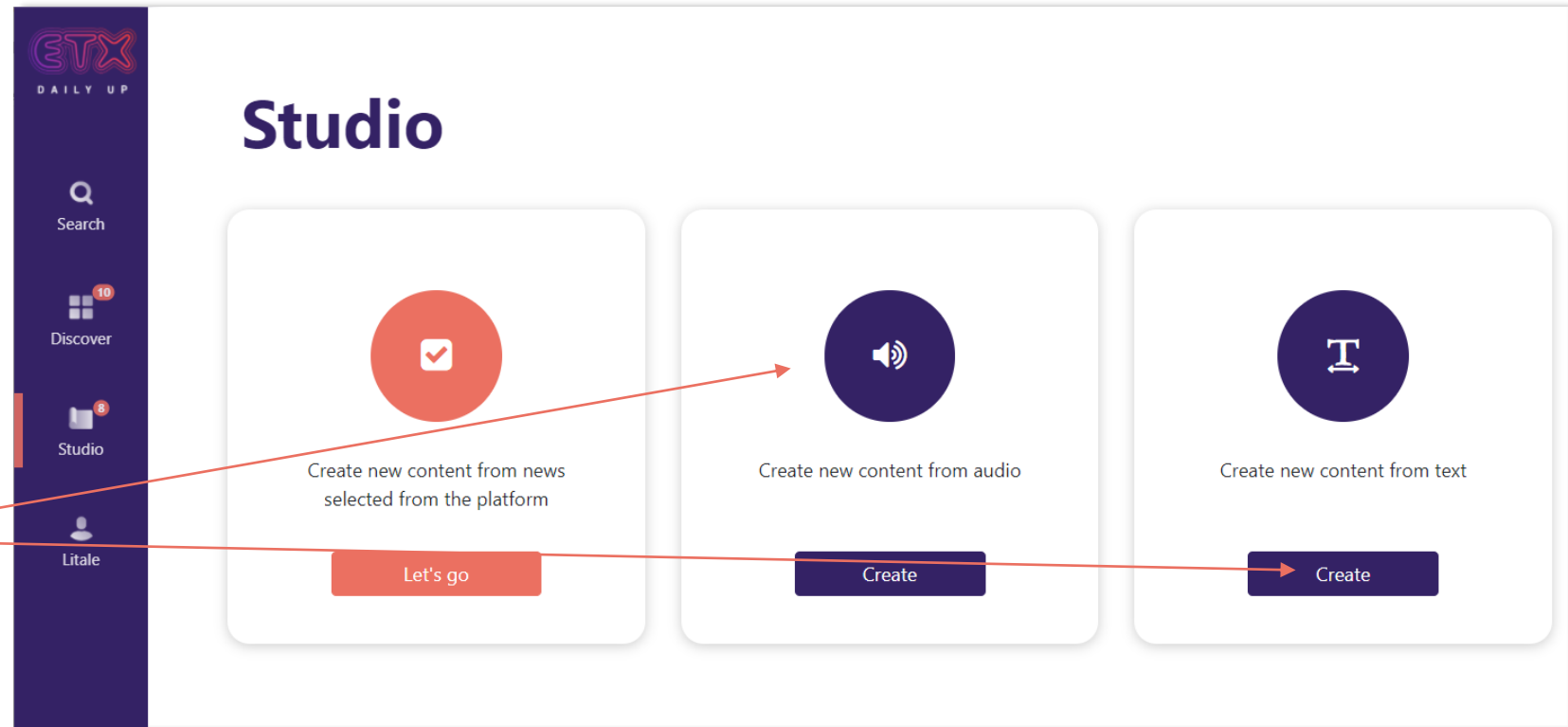
+ ENTIRE ARTICLE

You can edit the image

STUDIO

START FROM SCRATCH

- Use your own content (insert your audio / text)
- You can always use a mix of both



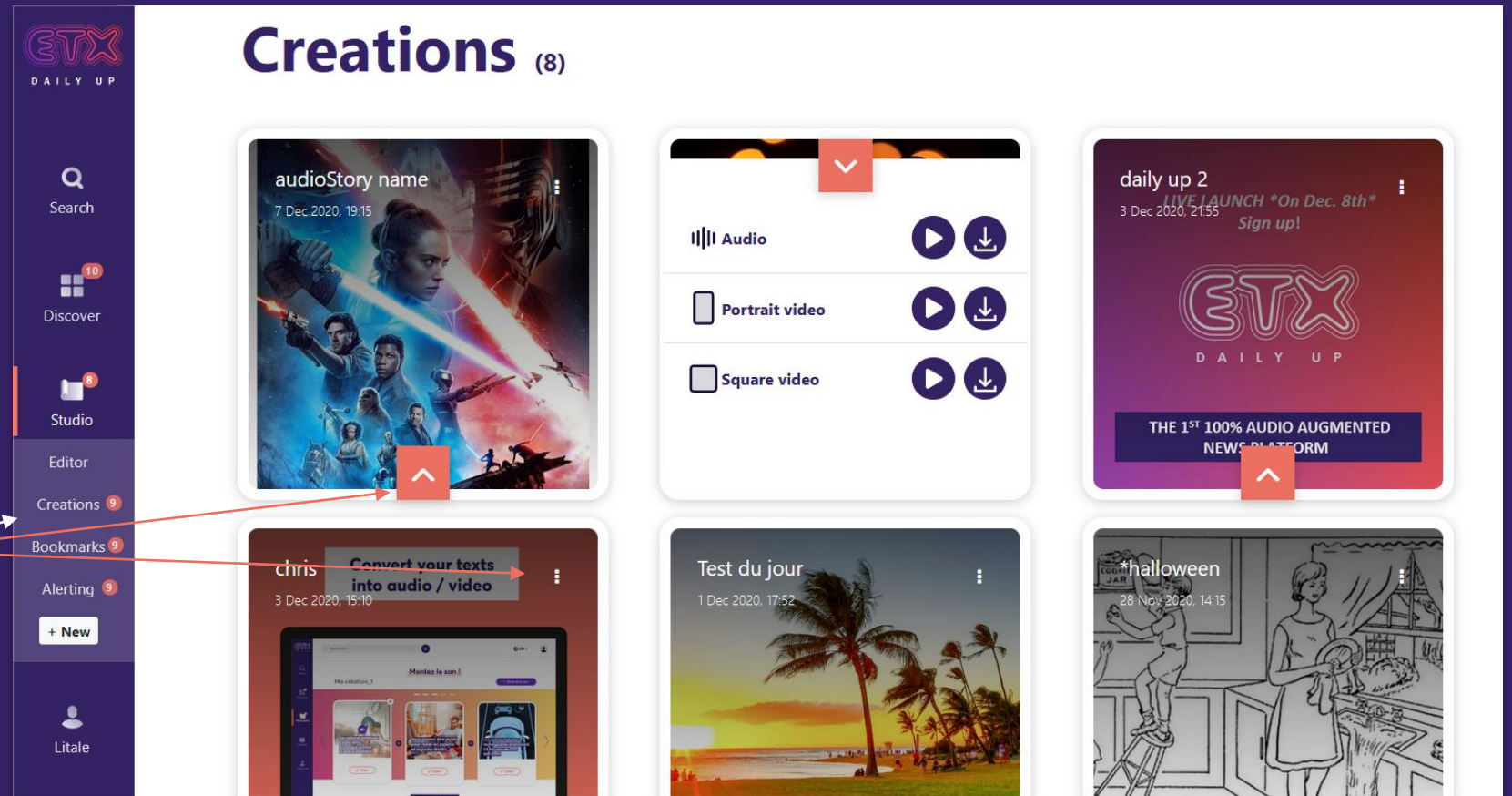
FIND YOUR CREATIONS AT ALL TIMES

PLAY / DOWNLOAD / CHANGE

Your videos may take some time to generate. No problem, you'll find them in the « Creations » menu at anytime.

Click on the arrow to display all the formats you created. Play them, download them.

Click on the 3 dots to edit your creation, to clone it or to delete it.



DISCOVER THE PRODUCT VIDEO !



CONTACT US

If you have any questions, feedbacks, ideas, share your thoughts & contact us at contact@etxstudio.com