

Etere successfully showcases dynamic Cloud MERP at SMPTE 2015

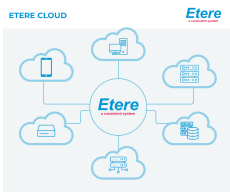
The Cloud is the way forward, and Etere is leading the charge towards the future with leading Cloud MERP system



SMPTE



Etere at SMPTE 2015



Etere Cloud

The theme for SMPTE 2015 is 'Persistence of Vision', and Etere has always been at the forefront of technology, bringing our customers the latest and most innovative software solutions to meet all their broadcasting and media requirements.

For this year's conference, Etere successfully showcased Etere Cloud Media ERP, the solution that allows building a flexible, scalable and customizable system that is able to handle all aspects of the entire media life cycle - from production to ingest and playout, from archiving to content delivery in multiple formats for multiple purposes, under a fully tapeless/paperless and workflow-based digital environment.

Visitors to Etere's booth were wowed by the demonstration and hands-on trial of Etere Cloud MERP. In addition to being a flexible and powerful platform to efficiently manage global resources, Etere Cloud MERP also has a shared information repository for real-time metadata management.

Fabio Gattari, Etere President and Chief Software Architect, said, "Every broadcaster's dream is for a system that is not only powerful and reliable, but it has to be fast. Cloud computing is making this dream a reality. Etere Cloud MERP has been engineered from the ground up with our customary Italian excellence to maximise the benefits of this new technology, and we are very happy with the enthusiastic reception to it at SMPTE 2015."

ABOUT SMPTE

SMPTE is the premier annual event for motion imaging and media technology, production, operations and the allied arts and sciences; it allows networking with the elite and world-renowned technology thought-leaders from motion picture studios, broadcast and distribution networks, production and post-production community, software companies, systems integrators, manufacturers, display technologies, distribution providers, over-the-top providers and others leading the evolving motion imaging industry.



15/7/2015 Event



ABOUT ETERE

ETERE is the leading company dedicated to the best of IT and broadcast, having the strongest market and an edge technology, through an innovative architectural excellence and the best flexibility, since 25 years, going beyond the traditional MAM design, with an extraordinary integrated solution and providing to the media station the tools of tomorrow to have a complete and accurate control on the full company lifecycle.

