

Etere extends Omroep Brabant system

An example of partnership between a reliable technology supplier and user.



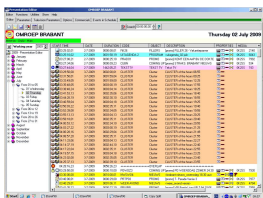
Company Logo of Omroep Brabant



etere system



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Omroep Brabant has confirmed Etere as the provider for their playout automation system and has asked the extension of the Etere solution already in use. Omroep Brabant is the regional broadcaster for the province of Noord-Brabant and is among the 3 most important broadcasters in Holland.

The customer's choice to confirm Etere's reliable software comes from their need to rely on an integrated consistent solution for the management of their increased asset.

"We use Etere to manage the broadcasting of our commercials and the playout of our carousel on TV - the perfect and reliable solution apt to our needs" says Willy Bollen, Technical Manager at Omroep Brabant.

"The great flexibility of the system encouraged us to choose Etere facilities and it has satisfied all our requirements".

Etere has supplied Omroep Brabant with an additional commercial split channel automation to meet their request for efficiency, as they are managing 4 stations at the same time. The software is designed to grant them minimum human intervention and maximum confidence.

For a fast and secure playlist management, Omroep Brabant has also been provided with Etere F90 for the automatic import, allowing the continuous upload of the new playlist with the operator only needing to confirm the changes. Even the problem with last minute changes no longer exists. The schedule is always updated and the risk of error is reduced.

About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. www.etere.com