ETERE participated succesfully at KOBA 2013

Etere responded a positive feedback from the event KOBA SHOW, attended in Seoul, Korea, having as hosting partner Hanter Network, leading company in broadcast equipment in Korea.

Koba 2013 company logo

Etere at Koba 2013

ETERE's shown its unique attitude focusing on Etere MERP approach, in order for broadcasting industry to generate a flexible and powerful platform for a better and efficient management of the company's resources. As a global workflow driven framework to manage all the business, the production becomes really 'smooth and intelligent'.

KOBA exhibition has been a great opportunity to introduce also ETERE MAM, the highly effective digital content management solution, specifically designed to streamline the process of ingest, indexing, storage and retrieval of digital assets. in an integrated MERP concept.

Taking place at this golden opportunity, ETERE proved to be a leading company that upgrades the broadcast productivity, developing a fully integrated range of enterprise-level software modules, as: Media Asset Management, Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Integration, helping the customers to integrate solutions that controls everything for scheduling, split management, ingest, automation and commercials playout, as easy and automatic as possible.

ETERE, a consistent system!