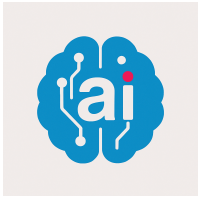


## Etere is Launching a State-of-the-Art AI-Powered Media Control

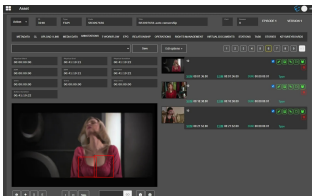
Etere is revolutionizing media management with a new launch of its AI-powered, integrated Media Asset Management media checker. This groundbreaking tool dynamically scans and flags video segments containing potentially offensive images. With a fully customizable set of parameters, it ensures precise and tailored content monitoring.



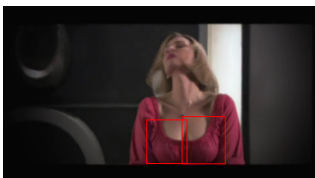
Etere logo



Etere AI



Auto Censorship Segment



Auto Censorship

Imagine setting personalised content parameters, running an automated workflow, and in a few clicks, any video segments with images that breach the censorship parameters are promptly flagged for review, saving you valuable time compared to painstakingly going through the footage manually. Not only that, you can fine-tune the sensitivity of each parameter to match your exact needs. This integrated tool cuts down on manual labor and makes sure only the images that truly require your attention are flagged. A new era of seamless and intelligent media management has arrived!

### **Effortless VOD Media Monitoring for Customized Profiles and Diverse**

**Markets:** VOD content distributors can efficiently analyze and market multiple versions of a movie tailored to different market segments, factoring in the level of censorship. For instance, a child-friendly version of a VOD movie can have minimized exposure to sexual content, ensuring suitability for younger audiences.

**Meet regulatory standards according to market:** Etere AI-technology can automatically detect and filter out inappropriate content, ensuring that broadcasts adhere to regulatory standards and remain suitable for all audiences. With customizable censorship parameters, Etere can be tailored to match specific market sensitivities and cultural needs, providing a reliable solution for content compliance across multiple markets.

It's your all-in-one, fully customizable solution for superior content censorship. Experience unmatched flexibility, pinpoint accuracy, and remarkable efficiency, enabling you to effortlessly manage your content with confidence. Ready to transform your content management strategy? Reach out to us for a consultation and let's elevate your business together!

"We are thrilled to unveil our groundbreaking Etere AI Engine—an innovative, Artificial Intelligence-powered solution designed to revolutionize broadcast and media workflows with unmatched efficiency and reliability. This launch demonstrates our leadership's unwavering dedication to transforming Etere into a world-class media organization at the forefront of technology and innovation. This milestone also represents a significant step in the transformation of the Etere Ecosystem, evolving into a cutting-edge, smart solution that integrates best-in-class technology. With its advanced capabilities, the Etere AI Engine empowers our users to achieve more with fewer resources, in a shorter time, and at reduced costs. Etere's commitment to Research & Development drives this next-level innovation, enabling us to break new barriers and unlock greater ROI opportunities for our users. We are confident in shaping the future of media technology," says Alex Gattari, AI Solutions Architect for Etere Singapore.

## About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)

