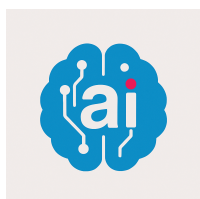# EA1452 ETERE AI ENGINE

Etere AI Engine is a cutting-edge solution powered by Etere AI. Etere empowers businesses to reach unprecedented levels of scalability and operational excellence. It exemplifies a visionary approach to integrating AI into broadcast software, positioning itself as a leader in innovation and a partner for success in the ever-evolving media landscape.
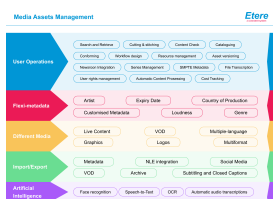

Etere logo

Etere AI

Etere MAM

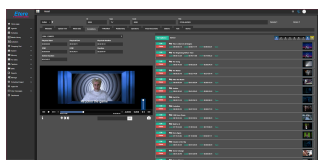Media Asset Management Web View

Etere AI Engine is an innovative leap in technology built on cutting-edge Artificial Intelligence technology powered by Etere AI. This game-changing solution is specially designed to amplify business efficiency, address specialized workforce challenges, and ensure the fast delivery of relevant content to the market. This milestone reflects Etere's unwavering commitment to innovation through strategic research and development, setting a new benchmark in generative AI applications for broadcast software.

Etere AI Engine introduces revolutionary media management software solutions, including:
- **Media Asset Management** with cutting-edge AI-search and automation
- **Etere AI-Driven Workflows** for better productivity and cost-efficiency
- **Quality Control (QC)** with Etere AI
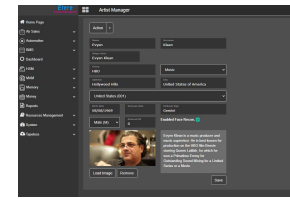- **Etere AI-Powered Media Control:** Revolutionizing content moderation

Media Asset Management with AI-Enhanced Search and Automation

Etere Media Asset Management (MAM), powered by Etere AI, redefines the orchestration of workflows with unparalleled efficiency and simplicity across the complete media lifecycle. Leveraging advanced AI, it excels in data analysis and automation, streamlining complex operations effortlessly.

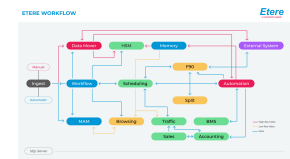The system introduces revolutionary media management tools, including:
☐ **Advanced search functionalities including facial recognition**
☐ **Optical Character Recognition (OCR) for extracting text with precision**
☐ **Speech-to-text technology for closed caption generation**

These capabilities empower broadcasters to automate content classification and object detection, enabling the re-purposing of media for enhanced audience engagement. With robust features like full-text searches across metadata, titles, and keywords, Etere AI ensures intelligent and seamless media management.

Streamlining Workflows for Productivity

Etere revolutionises **workflow management** through its AI-driven platform that offers a centralised, visually engaging interface for designing and managing workflows. By automating task scheduling and execution, it minimises manual effort and significantly reduces operational costs. Customisation workflows allow users to adapt solutions to their unique needs, expediting content delivery with unparalleled cost-efficiency.
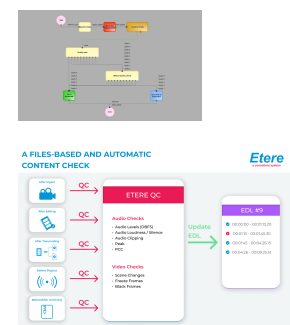
Seamlessly integrating with SQL, Etere automates data processes across systems. Its ability to initiate up to 100,000 workflows per second meets the demands of diverse enterprises, offering rapid and tailored broadcast management solutions.

Transforming Quality Control with AI Precision

Etere applies sophisticated algorithms and machine learning to analyse media assets, ensuring adherence to broadcasting standards. Its advanced **Quality Control (QC) powered by AI capabilities** automatically detect and mark media issues like freeze frames, black screens, and audio loss, assigning quality ratings at the end of each process.

By automating QC, broadcasters eliminate labor-intensive and error-prone manual reviews, ensuring compliance with regional and global standards. This frees up resources for creative tasks while enhancing accuracy and consistency across content.

Redefining Content Moderation with AI-Driven Media Control

Etere AI-Powered Media Control delivers a transformative approach to content moderation. By analysing video content in real time, it flags offensive material based on customisable parameters, ensuring regulatory compliance while catering to diverse audience sensitivities.

AI-Powered Media Control enables broadcasters to adapt content for specific demographics. For example, video-on-demand (VOD) distributors can produce child-friendly versions of movies, broadening market reach while preserving content suitability. This dynamic capability facilitates compliance and monetisation, transforming how broadcasters engage with diverse audiences.