

## ETERE AT NATEXPO 2014

See us from 19-21 November at the "Crocus Expo"  
(booth A-28) to discover our latest MERP software innovations for  
broadcasters and media companies.



The interface of Etere  
Player



NATEXPO company Logo

ETERE is pleased to announce its upcoming participation at the 21st edition of NATEXPO, where will be presenting to the Russian market its suite of MERP Cloud solutions aimed to connect all the activities of a multimedia company and integrate internal and external management information thanks to the use of smooth and intelligent workflows.

### MANY HOT NEW FEATURES

ETERE will showcase its wide range of enterprise solutions including Cloud Media Asset Management, Cloud Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Delivery, not to mention our more recent improvements that includes **Free Transcoder**, **Etere Player**, **MTX MC Panel**, **MTX 2D-DVE** and **News Ticker**.

### DISCOVER THE FUTURE WITH MERP

A special focus will be given to Etere MERP Cloud, the Media Enterprise Resources Planning solution that goes beyond concepts developing and reinforcing your company with a flexible, powerful and more efficient resource management, a shared information repository for real-time metadata integration, and an end-to-end tapeless workflow framework for a complete business management from production to ingest and playout, from archiving to multi-format delivery.

### COME AND VISIT US

We invite you to explore our solutions at the International Exhibition Centre "Crocus Expo", pavilion 2 - Hall #8 - Booth A-28. Meet our Sales Managers who will be glad to show you the unique features of Etere MERP Cloud.

In order to arrange a meeting at this event, please send an email to the following address: [marketing@etere.eu](mailto:marketing@etere.eu)

See you in Moscow!

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### ABOUT NATEXPO

NATEXPO is an annual, international exhibition and conference focused on technologies, professional equipment and services for the Television, Radio and New Media Broadcasting and cinema production.

NATEXPO is produced by the National Association of TV and Radio Broadcasters of Russia (NAT), it's the largest Russian event to provide an ideal platform for international business development and technology exchange as well as serving as the perfect gateway to the Russian market.



**19/11/2014** 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 a 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.

ETERE, a consistent system!

