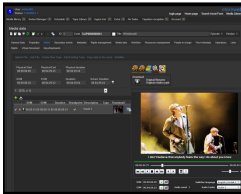


## EA1395 Etere IBM TSM Integration

Customers will gain more value and versatility in managing their video files and storage needs with this upgrade



Etere Web Interface

Etere, the international leader in software solutions for broadcast and media companies, today announces the integration of IBM TSM storage management into its leading Media Asset Management (MAM) platform. This addition makes Etere MAM the most versatile and cost-effective choice for companies looking for flexibility and wide support to manage their valuable media assets.

### ENHANCED VERSATILITY TO MANAGE ARCHIVES

With the integration of TSM support, Etere MAM now provides unparalleled versatility to manage all archival needs from one single source. Customers are able to control TSM as well as manage all other archive policies directly from Etere MAM, enhancing productivity.

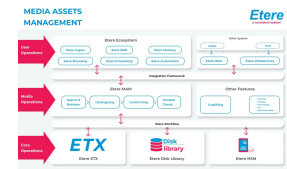
### MORE CHOICES FOR MOVING AND RETRIEVING VIDEO

Depending on their needs, customers are now able to choose from both HSM storage and TSM storage to manage their LTO tapes, adding convenience.

Etere MAM will use the TSM API to connect with TSM, so the integration will be seamless without the need for any additional resources to be expended by our customers.

### ABOUT MAM

Etere Media Asset Management (MAM) is an end-to-end software solution created to fully optimize the value of your assets through a centralized management of digital content and associated metadata. Features include powerful data storage and retrieval system returns with amazing speed and accurate search results. Its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.



### About TSM

IBM Tivoli Storage Manager (TSM) is a centralized, policy-based, enterprise class, data backup and recovery package. The software enables the user to insert objects via backup as well as through space management and archive tools. It also allows retrieval of the same data via similar restore, recall, and retrieve methods.

