

## Etere NAB SHOW 2010 distributor meeting

Etere hosted its 3rd NAB SHOW Distributor Meeting held on April 11 2010 at the Flamingo, Las Vegas. During the meeting, the team shared its update, news and upcoming launches with the valued distributors.



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### DATE:

Sunday, April 11, 2010

### LOCATION:

Flamingo, Las Vegas – Reno Room - 3rd Floor  
 3555 Las Vegas Boulevard, South Las Vegas, NV 9109

### ABSTRACT

Over 35 international distributors attended this business update event, which included a market specific discussion sessions and various product demonstrations.

The event has been addressed to update the audience about Etere plans and new products and features as well as sharing ideas and expertise on customer's current needs and provided solution.

This was a very important meeting because Etere celebrated it's 20th anniversary. During the meeting we also show slides of the evolution of Etere product in the last 20 years.

### PROGRAM

The main meeting program consisted on the six key points included in the following brief summary:

- Welcome and breakfast
- Introduction and Etere 2009 position
- Etere 20 – 20 years of broadcast for Etere
- Tapeless a new world to explore
- New features new sales opportunities
- Etere MTX

### MAIN TOPICS

At the meeting, different Etere-related professional topics were discussed with an important participation of distributors, among mainly discussed topics we can mention:

- Etere MAM
- Etere Airsales
- Etere Tapeless Reception
- Etere Automation
- Etere 20 – new features

### FINAL IMPRESSIONS

Etere's 2010 Distributor Meeting show the mission of etere, to produce a single framework to manage all the broadcast activities.

Distributors share a new awareness of Etere brand and goals, and a interesting selling tools, . Etere Sales Managers after an introduction and a resume of Etere 2009 position, focused the summit on solutions and sales training for key market segments.

all the attached are confidential and not to distribute

22/4/2010

**Confidential**



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Flamingo Las Vegas



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