

NAB 2010 new Etere features

Etere 20 – 20 years of broadcast for Etere

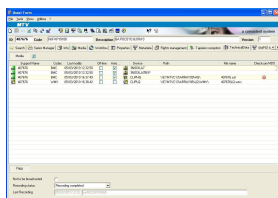
Etere 2009 position

Etere 20 – new features

Etere MTX

Suggestions to sell better

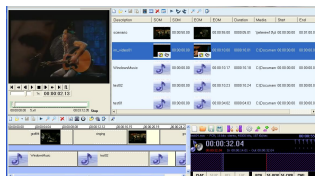
Etere 21 early preview



Asset form

Etere 20 years on business

- Etere was born in 1990 as a new business of a company born in 1987.
- If we need to setup a date it's 6th august.
- At that time Italy start the 1° law to coordinate the Broadcast the famous law 223/90
- The 1° product was a scheduling system to prepare the log as requested by Italian law
- Then arrive the 1° radio automation based on file sharing using IT.
- 1993 the 1° digital playback of commercial for a national station starts.



Audio over