

## www.etere.com Launched with a Mobile-friendly Interface

Etere invites visitors to explore its new website featuring a more engaging user experience, faster load time, enhanced navigation and an interface that is optimized for both PC and mobile viewing.



New website



Linked In



Twitter

Etere, one of worldwide leaders in end-to-end broadcast solutions has announced the launch of its new website **www.etere.com** which boasts mobile compatibility for connectivity on the move.

www.etere.com has a clean, uncluttered design that enables quick and intuitive access to resources. It was designed to enable users to find what they want easily with the new categorization of Etere product line under 8 solutions: Ad Insertion, Airsales, Automation, BMS, Censorship, HSM Archive, MAM and Newsroom.

A user-friendly interface combined with simplified site navigation and dynamic search capabilities make it easy for the visitor to find the resources that they want. The website also boosts page speed by 20%, enabling improved user experience. The use of Https protocol also allows a more secure navigation from any device.

To give new visitors an opportunity to know Etere better, easy access to Etere's corporate information such as company profile, awards, team page and company history are available with quick links on the new homepage.

### Connect with Etere on Twitter and Linked In

In addition, Etere announced the launch of its social media accounts on [Twitter \(@ETERE\\_pte\\_ltd\)](#) and [Linked In](#).

"We are excited about our new website launch and expanded online presence. We hope to actively engage our customers, partners and media, as well as to provide a fast and convenient access for our stakeholders to better understand Etere's forward-thinking solutions. Our new Twitter and Linked In pages also serve to allow our visitors to better interact with Etere," said Fabio Gattari, Director of Etere.

### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.