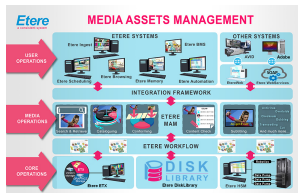*Etere*
a consistent system
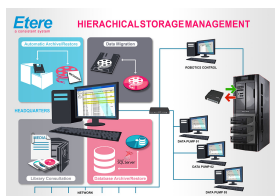
ETERE easy upgrade for Media Alliance systems

Companies transiting from Media Alliance can enjoy a failsafe and seamless migration to Etere services. With full migration of existing data, and using the same Hardware platform, with respect of Business continuity.

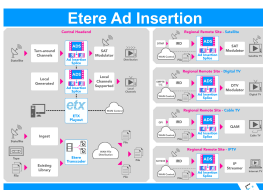*Etere*
a consistent system

Etere logo

Media Asset Management diagram

HSM Diagram

Etere Ad Insertion

Etere is offering migrating companies a **special deal** for a full transition to the integrated Etere systems, a fully integrated end-to-end workflow. Etere will ensure that all previously saved content and data will be kept safe in our archive, **preventing any possible loss of data** during the transition. Etere provides a full suite of relevant media software that can replace your original Media Alliance software.
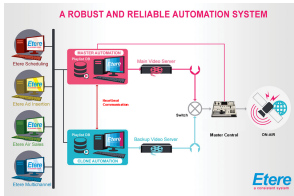
Etere recommends our **Etere Ecosystem**, a total software solution able to connect and manage the complete lifecycle of a Media/IT company. Etere's wide range of products are fully integrated with one another to form a complete end-to-end workflow that can streamline the work in any company. Its unique architecture is fully scalable, flexible, and efficient. Etere Ecosystem solutions include Media Asset Management, NRCS Newsroom, Hierarchical Storage Management (HSM), Playout Automation, Censorship, Airsales, Broadcast Management System (BMS) and Dynamic Ad Insertion.

Previous users of the Borneo and MediaXplorer can expect a more flexible and reliable experience with Etere's MAM solution. Etere's highly acclaimed **Etere Media Asset Management (MAM)** is Etere's solution for a fully integrated branch of software programs that are fully sufficient for a broadcaster. Scalable and customisable, Etere improves workflow by ensuring all of the necessary software programs brings you the benefits of a collaborative workflow with no information islands. Users of Piccolo may with to upgrade to the affordable **Etere Budget MAM**, that is capable of managing all the requirements of a small budget TV or media company.
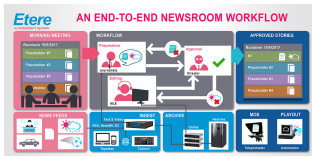
Users of Smart Archive can upgrade their systems with the **Etere HSM Archive** and the **Etere DiskLibrary**. Etere ensures that users obtain the best in data management with the extensive **Etere HSM Archive**. The scalable software puts no limitation on your data, and is a completely failsafe method of storing your data especially through the uncertainty of a migration. Streamline your workflow by managing all your necessary archives across your systems and software programs with the Etere HSM Archive. It operates in a single integrated environment, supporting a mix of proprietary and/or industry file systems under a unified cockpit that provides all information on archives located on-site and across multiple locations.

Monetize your assets with the **Etere Dynamic Ad Insertion**. Providing you with a seamless ad experience across all platforms, monetize linear delivery, non-linear delivery and live content, and make the most out of your broadcasts. Sales executives are also able to schedule commercials and recurring events in advance.
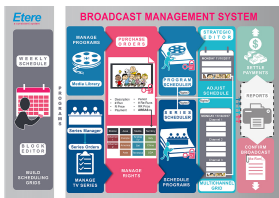
Users of Onda Channel-In-A-Box and Onda Playout can make the upgrade to Etere Channel-In-A-Box and Etere Playout Automation. The **Etere Playout Automation** solution provides an easy management of your broadcast automation requirements. Eliminate all software redundancy, reduce time-intensive manual tasks and minimize errors so that you can focus on producing, optimizing, delivering and monetizing compelling content. Including our revolutionary Channel-In-A-Box, Channel-In-A-Cloud, ETX Automation, and Enterprise Automation, Etere is prepared to provide for any possible requests. Users of Onda Channel-In-A-Box can enjoy an improved experience with the **Etere Channel-In-A-Box** solution. Comprising of the **ETX**, a 4K-ready playout that is able of driving the most popular HD/SD digital video/audio/graphics platform without the need for middle-ware or proprietary hardware, and includes a commercial graphics management software that boasts an efficient archive management system for all graphics databases and a user-friendly software. The included **ETX Multiviewer** allows users to monitor an unlimited number of feeds and screens, and even enables users to edit their shows directly without having to pursue a separate playlist.
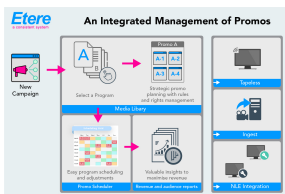
www.etere.com 11022021
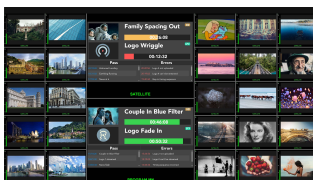
Etere Playout Automation diagram

Newsroom diagram

Broadcast Management System

Promo Management Diagram

etx m multiviewer

Previous users of NewsNet can consider using Etere's newsroom solution, the **Nunzio Newsroom**. Etere streamlines the hectic and fast paced newsroom workflow with its **Nunzio Newsroom**. Providing a full suite of newsroom management software, Etere equips you with all the necessary tools to keep up with the unpredictability and fast paced demands of a newsroom workflow.

Media companies that have been using Catone Live Censorship can still ensure their content is protected by industry standards with the automated **Etere CensorMX**. Etere Censorship provides you with a comprehensive list of censorship tools including Dynamic Censorship/Live Censorship with Time Delay and Media Asset Management Censorship.

Optimise your airways and produce content for advertisers with the **Etere Airsales BMS**. Manage your airsales and broadcast scheduling with the Etere range of programs that include programming, rights and series management. This integrated software solution enables greater accuracy and better results across the complete workflow.
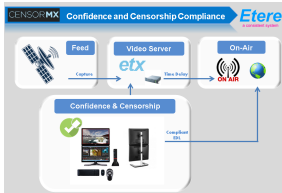
Users of the Media Alliance software programs can consult the list below for the full range of **product upgrade replacements** Etere is offering:

Borneo - Etere MAM
MediaXplorer - Etere MAM
Piccolo - Budget MAM
VIVA Ingest - Etere Ingest
Smart Archive - Etere HSM/Etere DiskLibrary
Onda Channel-In-A-Box - Etere Channel-In-A-Box
NewsNet - Nunzio Newsroom
Pandora - Etere SNMP Console
Origin QC - Etere Advanced QC
Onda Playout - Etere Playout Automation
Catone Live Censorship - Etere CensorMX
Witness - ETX Memory
VIVA FI - Etere Ingest
XCut - Etere Video Editor

All of Etere's solutions are fully customisable based on our client's needs. Speak to us to find out how we can tailor our Etere solution to fit you! Drop us an email at **info@etere.com**.

ETERE MASTER CONTROL diagram

CensorMX Diagram

Etere logo

About Etere

Etere was established in 1987 it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Radio Automation, Video Editor, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support.

E-mail: info@etere.com