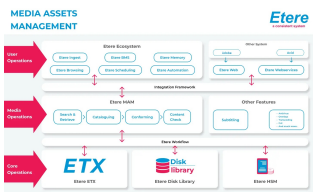


## Bokeo TV Selects Etere to Improve its Playout

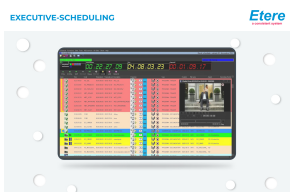
Etere secures the playout project for Bokeo TV in Laos, providing operational efficiency, business agility and better cost efficiency.



Etere logo



Media Asset Management diagram



Executive Scheduling



EtereWeb Multiplatform

Etere secures the playout project for Bokeo TV in Laos. Etere was selected for its efficient and scalable ecosystem which integrates and connects multiple processes across the complete media workflow seamlessly. **Etere Ecosystem** provides a flexible management and enhances business continuity in the face of current and future challenges in the industry. The project includes the following features:

**Etere Media Asset Management (MAM)** is designed to streamline process of ingest, index, storage and retrieval of digital assets across the end-to-end media workflow. From the automatic detection of new media assets to automated ingest, quality checks and metadata association, Etere MAM orchestrates your workflows to help you simplify the management of complex tasks across the media lifecycle. With its centralised database, real-time updates and distributed architecture, Etere ensures the best returns on your media assets.

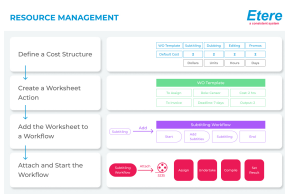
**Etere T-Workflow** is at the heart of the Etere Ecosystem. It is an essential component of Etere MAM that allows users to design broadcasting structures and processes which can be run automatically. A workflow is composed by multiple steps, also known as workflow actions, representing sequentially interconnected actions configured to specific criteria. Workflow actions are used for performing some of the most important operation involved in the management of media content and files. A few examples of these operations include, file quality checks, schedule check, media transfers and media transcoding. With a simple tool, you can configure specific criteria for each step of the broadcasting operations easily.

Etere does not use an external engine but instead, it uses SQL to manage the flow of information. Writing and reading data in SQL tables is the method used to process a workflow. This unique approach results in a very powerful workflow, it can start 100,000 workflows in under than one second and it creates a very robust system.

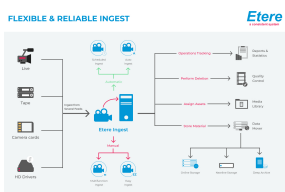
Moreover, Etere offers multi-platform support with **EtereWeb**, a secure web platform that allows you to perform all the main features of the PC applications on any internet browser. With a one-step authenticated login, users can perform a wide range of operations on the move. Etereweb supports multi-platform usage on tablets, laptops and even mobile phones. These include, view, modify and compare daily playlists in real time as well as search, preview, edit, download and upload of media files.

**Etere Resources Management** is a centralised management console that seamlessly connects media files, processes and resources for an enhanced operational efficiency and maximized profitability. It is an all-in-one framework for the management of all activities and human resources across different departments and even external sources. With the Agenda feature, it is extremely easy to create tasks, assign resources and calculate the associated costs. Not only that, it is fully integrative with Microsoft Outlook Calendar for a complete management and tracking of appointments as well. Etere's lineup of automated software tools are your best bet for operational efficiency, cost-efficiency and a streamlined management.

**Etere Ingest** provides a full range of ingestion options including automatic ingest, scheduled ingest and manual ingest. It is capable of ingestion from multiple feeds such as live, tape, cards and HD drives. Besides that, it incorporates advanced features including reports for operational tracking. After the ingestion of media assets, users can choose to move it to storage, assign as asset in media library, perform deletion or archive it on online storage platforms, nearline storage or deep



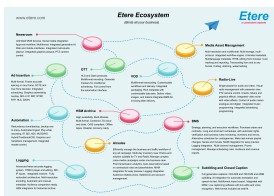
media enterprise resource  
planning



Etere Ingest diagram



ETX and Multiviewer



Etere Ecosystem

archive systems. Etere Ecosystem's tight integration ensures a fast and easy operation without having to switch screens between the different applications.

**Etere Executive Scheduling** empowers broadcasters to plan their broadcast schedules with flexibility and efficiency. It enables the preparation of the schedule grid in advance based on planned placement of programs, series, promos and commercials, even prior to the acquisition of content. Etere ensures planned schedules are inter-linked with all associated licensed content, contractual commercials, imported materials and regional ad insertions. In addition, the solution is tightly integrated with Etere Automation for a seamless operation.

**Etere Automation** enables you to get more done with less! It comprises of a fully scalable playout automation software that runs independently from Etere SQL server database and provides multiple levels of fault-tolerance for flexibility and reliability. Etere Automation database-independent capabilities enable different levels of fault tolerance, allowing it to run on Backup Mode, Master/Clone Mode, and Disaster Recovery Mode. It taps on the database of Etere Media Asset Management to integrate all the activities in a single environment, thus allowing retrieval of assets stored in the station with no size limit. In addition, users are able to manage playlists and perform last minute changes without a hitch.

**Etere ETX** is ready for SDI/IP/NDI adaptability with powerful workflow automation. Etere ETX provides broadcasters with all playout features needed to bring a channel on air, including cloud playout, ingest, automation, master control and interactive graphics with consistent precision for even the most demanding of environments. It includes advanced features including closed caption and subtitling insertion, multi-resolution support with 4K, HD and SD, virtualization and cloud support, multiple levels of fault tolerance and redundancy including backup mode, master-clone mode and disaster recovery mode. Etere's unified workflows combines scheduling, ingest, storage, file management, monitoring, playout, multiviewer, subtitle management, CG and graphics within a single software solution.

ETX also integrates with **Etere ETX-M Multiviewer** to view multiple videos and live-feeds, all from the same screen simultaneously. It displays up to 9 sources on a single screen. The sky is the limit with Etere ETX-M Multiviewer that allows unlimited SD, HD, and Ultra HD sources feeds. Furthermore, it displays the next event in real-time and allows the operator to manage quick edits effectively.

Etere provides 24/7 worldwide support and professional expertise whenever and wherever it is needed. The experienced team offers real-time VPN connections and online meetings to support your business no matter where you are. What's more, software upgrades and updates are only few clicks away. As part of its support contract, users have access to unlimited software updates and upgrades to keep their system running at the forefront of technology at all times.

Etere empowers you with proven software tools to manage, deliver and monetise your media for maximum profitability and efficiency.

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)

