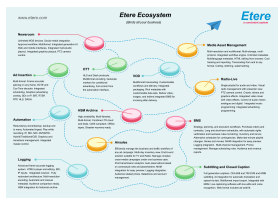


## Content + Technology: Etere Powers Playout for Bokeo TV in Laos

For the full article, please refer to the attachment.



Etere logo



Etere Ecosystem



Content + Technology

Etere has been selected for a playout project for Bokeo TV in Laos.

The project includes the following features:

- Etere Media Asset Management (MAM)
- Etere T-Workflow, a component of Etere MAM that allows users to design broadcasting structures and processes which can be run automatically
- Multi-platform support with EtereWeb, a secure web platform that allows users to perform all the main features of the PC applications on any internet browser.
- Etere Resources Management, a centralised management console that seamlessly connects media files, processes and resources for enhanced operational efficiency.
- Etere Ingest which provides a full range of ingestion options including automatic ingest, scheduled ingest and manual ingest.
- Etere Executive Scheduling which enables broadcasters to plan their broadcast schedules.
- Etere Automation fully scalable playout automation software.
- Etere ETX which provides broadcasters with all playout features needed to bring a channel on air, including cloud playout, ingest, automation, master control and interactive graphics. ETX also integrates with Etere ETX-M Multiviewer to view multiple videos and live-feeds, all from the same screen simultaneously.

## 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)

