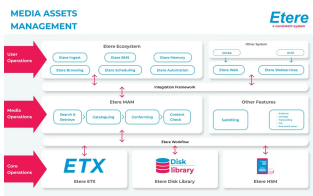
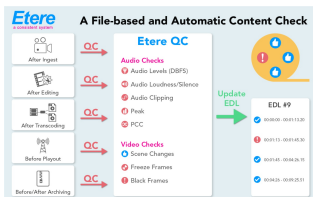


EA1454 ENTERPRISE MAM

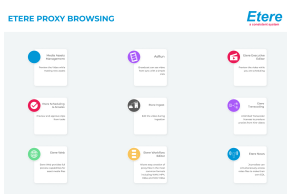
A solid enterprise automation strategy can improve operational efficiency across all departments and improve cost-efficiency. Etere Enterprise MAM products can help you to develop a strategic approach towards media assets management to help you to achieve enterprise goals.



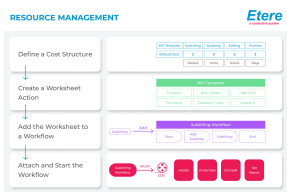
Media Asset Management



Etere QC



etere proxy browsing



media enterprise resource planning

Etere's MAM (Media Asset Management) for graphics solutions empowers broadcasters to manage in real-time, the end-to-end process of preview, invoicing, approval and scheduling. With its seamless integrations, Etere solutions improves efficiency, streamlines operations, connects resources across the entire workflow and results in an overall reduction in manual operations.

Etere MAM

Etere MAM is a highly-effective digital content management solution that is designed specifically to streamline the process of ingesting, indexing, storage and retrieval of digital assets. Etere MAM is an end-to-end software solution created to fully optimize the value of your assets through a centralized management of digital content and associated metadata. Its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. Etere MAM simplifies the process of content management by streamlining the digital workflow, bringing media to the market faster and in multiple formats, ensuring an exceptional and frame accurate content.

Etere Media Manager

Etere Media Manager is a highly effective digital content management solution, specifically designed to move video files from one level to another based on customisable workflow-rules. It integrates with Etere Transcoder to provide encoding and decoding between media formats, conversions of bit rates and change of video resolutions to meet lower resolution screens.

Etere QC

Etere QC is an integrated file-based module for performing Quality Control (QC) via a streamlined workflow. It automatically detects and marks audio/video issues (e.g. freeze frames, black frames, scene changes, audio loss) on assets' EDL according to their quality, setting also a default quality rating at the end of the process. Etere QC is able to speed up, automate and streamline the operational efficiency of file-based quality controls performed via workflow across the entire content life cycle.

Etere Resource Management

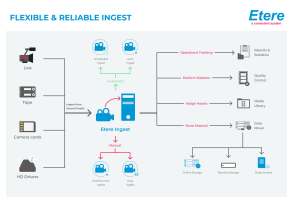
Etere Resources Management is the solution that manages all broadcast related activities. It is designed to help media companies to become more efficient and profitable, it also enables new optimized structures to be designed when required.

Etere Tape Loan

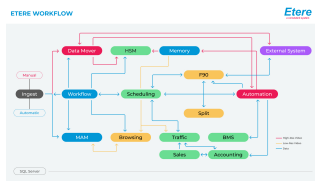
Etere Tape Loan is a module that provides a comprehensive and user-friendly management of tape loans including a fast loan and return feature using barcode scanning, an on-air library and loan receipts printouts. Tapes managed by this module are stored in Etere database for reliable management from their initial loan up until their return, allowing operators to create, search, view or modify all tape loans performed by the station.

Etere SNMP Console

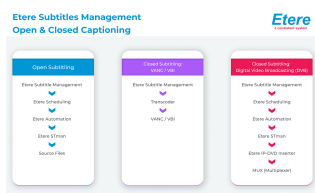
Etere SNMP Console is the leading edge technology with a simple, intuitive and user-friendly interface that helps to optimize all the infrastructure performance and availability of a system. The SNMP Console provides a smarter solution since it



Etere Ingest diagram



Etere Workflow diagram



Etere Subtitles Management workflow

takes under-control not only Etere solutions but all processes/devices involved in the system.

Etere Ingest

Etere Ingest is a versatile and powerful software to significantly improve the ingest process of any broadcasting and media company. Etere Ingest is able to capture in real-time SD/HD media from virtually any video source, broadcast stream, FTP and IP stream. Etere Ingest is an all-in-one package that enables you to capture media from all common feeds into a cloud storage and apply to it any required workflow, thus giving a unique mark of quality, consistence and reliability to your assets and their contents. Etere Ingest is also multi-channel, multi-formats and multi-resolution recording system.

Etere Automatic Loudness Control

Etere Automatic Loudness Control provides automatic audio control including loudness using ITU-R BS. 1770/ITU-R BS. 1771 and peak value analysis. Etere is the most versatile instrument for correcting common errors and avoiding fines due to transmission's volume excesses; being also possible thanks to Etere Loudness to perform a preliminary calculation of the output volume through the loudness statistics of a specific television day.

Etere Transcoder

Etere Transcoder is the new encoding solution for file-based workflows, a transcoder able to provide all major format conversions required in production, post-production, broadcast and distribution environments.

Etere T-Workflow

Etere T-Workflow is an essential part of the broadcasting process not only because it allows to set broadcasting management rules but principally because it expresses how modules interact to perform the broadcasting process, making easy to the operator the understanding of how the system works. Etere T-Workflow establishes a simple, fully personalized and reliable way to create or modify distinct broadcasting procedures.

Etere Broadcast Quality Player

Etere Broadcast Quality Player is the ultimate enhancement on Etere's media capabilities, it's a media player specifically designed to satisfy all current and forthcoming browsing challenges faced in broadcast, production and content distribution. Etere Player provides a definitive browsing solution offering all the features needed to unleash your media playback capabilities and make your browsing operations a seamless experience:

Etere Subtitles Tool for Closed Captions

Etere Subtitles Tool empowers broadcasters to produce open and closed captioning in multi-languages, search by metadata and to streamline the workflow with real-time edits made on the video files without additional hardware. Etere Subtitles Tool is connected to Etere ETX via ETX inserter. The multi-functional tool comes equipped with Media Asset Management (MAM) to manage worldwide digital content distribution, foreign language subtitles and closed captioning capabilities. Not only that, at any stage of the workflow, users can preview from MAM directly. Live recordings, time delay, global subtitle configurations, preview capabilities and real-time alerts add to the extensive features to provide a comprehensive and effective tool that adhere to all international subtitling standards.

Etere Advanced QC

Etere Advanced QC is a cost-effective video quality check system that also enables a one-time analysis that can be configured with multiple threshold changes. It enables significant time saving in QC tasks due to the fact that it is not necessary to reanalyze content in the event of changing thresholds. It also features in-depth analysis reports and analysis of up to 4 files at the same time.

Etere Agenda

Etere Agenda is an essential part of Etere Media Asset Management and serves

as an all-in-one centralized job repository with all the task management features that you need including preview of tasks, approvals, asset management, subtitling and ingest. Tasks and appointments can assigned directly to contacts in the database. Its integration with Microsoft Outlook calendar helps users to keep track of upcoming tasks and appointments easily. With Etere Agenda, users are able to have a centralized and real-time view of their resource management. It is an essential tool for an easy management of the broadcast workflows.

Etere HSM

Etere HSM is a tool to move and optimize video contents between different media. The data movement policy is applied to get the best compromise between cost and speed. Etere HSM manages all archives in a single integrated environment, supporting a mix of proprietary and/or industry file systems, including Linear Tape-Open (LTO) storage, Sony Optical Disc Archive (ODA) storage, Disk Archive, Object Storage and Cloud Storage, with a single interface that provides all information on archives located on-site as well as across multiple geographic locations.

Etere Video Editor

Professionally edit videos, advertisements, news clips and more with Etere Video Editor. Part of the Etere Media Asset Management solution, users can now edit and enhance files that are stored in their MAM database. Etere Video Editor provides users with a full suite of editorial tools to edit videos, create animated titles and effects, and refine audio, all in one fully integrated software.

Etere MAM - NLE Integration for Final Cut Pro/Adobe Premiere/Avid/Edius/Davinci Resolve/NLE(Unlimited License)

The NLE integration for MAM additional license allows stations to achieve a tight integration with the NLE systems without using insecure 'hot folders' or 'ftp open sites' but including full tracked uploads (i.e. digital receipt of files) and immediate workflow triggering.

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