

Etere MAM is Compatible with Ross Newsroom Inception

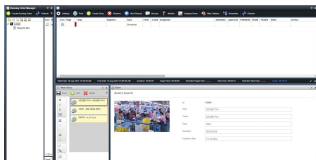
Etere rolls out a new integration that connects Etere MAM with Ross Newsroom Inception, resulting in an all-encompassing solution that revolutionizes news production.



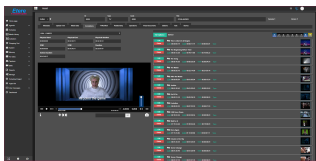
Etere logo



Ross Logo



Ross Integration



Media Asset Management
Web View

Etere Media Asset Management (MAM) empowers users to effortlessly send assets directly from the Etere database to the Ross Newsroom as MOS objects. This streamlined process eliminates the need for constantly switching between screens, allowing users to preview files and search segments and virtual assets seamlessly. This collaborative synergy ensures the smooth data flow between both systems and significantly reduces content delivery delays, all made possible through our valued partnership with Ross Video.

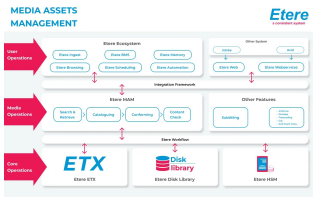
Etere Media Asset Management is a highly effective media content management software designed to revolutionise the intricate phases of content handling: ingest, index, storage, and retrieval of digital assets. Etere MAM simplifies the management of digital media files, production workflows, and distribution channels. The heart of this system lies in its central database, which accelerates content delivery, streamlines content administration, and ensures fast, frame-accurate content distribution.

Etere's scalability, accommodating unlimited users, makes it a versatile choice for businesses of any size. Implementing MAM brings operational efficiency and an unparalleled return on investment for your digital media.

Here are some of the key features of Etere Media Asset Management:

- **Complete Modular Solutions:** Etere manages the entire media lifecycle, from ingest and transcoding to content retrieval, metadata association, and asset distribution
- **Automated Content Processing:** Etere MAM can detect new content assets automatically, streamlining your workflow
- **Efficient Ingest with Integrated QC Workflows:** Etere offers automated ingest processes coupled with effective quality control workflows and MD5 checksums to deliver the highest content quality
- **Multiformat, Multipurpose File Generation:** Create versatile files compatible with multiple platforms, enhancing content accessibility
- **High Availability and Fault Tolerance:** Etere MAM is built for reliability and continuity, minimising downtime
- **Multi-Language Content Management:** Easily manage content in various languages, expanding your reach
- **NLE Editing Integration:** Seamlessly integrate with popular NLE editing software like Adobe Premiere and Blackmagic DaVinci
- **User Rights Integration:** Etere MAM offers seamless integration with Etere User Rights, enhancing security and access control

For additional information, please do not hesitate to reach out to us. We are ready to help you leverage the full potential of the Etere Ecosystem for your media content needs.



Media Asset Management

About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

About Ross Video

Every day, Ross powers live productions for billions of viewers. With the industry's widest range of high-impact, high-efficiency solutions and services, Ross helps all manner of organizations create and share compelling content, from leading broadcasters to houses of worship, stadiums, corporations and governments. With 1800 team members around the world and manufacturing facilities in Ontario, California and Austria and the most reliable service in the industry, we are here to turn your ideas, plans and strategies into reality. www.rossvideo.com

ROSS