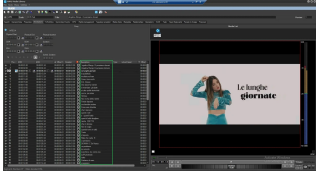


## Etere Optical Character Recognition (OCR)

Metadata is essential to find the video you need, especially in a vast media library. Etere facilitates multiple automatic metadata tagging, including OCR, Face Recognition, and Speech-to-text in video images.



OCR

Optical Character Recognition (OCR) technology recognizes text within a digital image. It is commonly used to identify text in scanned documents and photos. With OCR technology integration, users of Etere can convert a physical paper document or an image into an accessible electronic version with text.

### Key Features

- Provides the software tools to enhance content management and optimisation
- Streamline your media library to enable easy search and retrieval of assets
- User-friendly interface
- Rich metadata enhancement
- Increases operational efficiencies



Etere Web Multiplatform

### 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](http://www.etere.com)

