

## Georgian Public Broadcasting Renews its Confidence in Etere with an Update to Etere 34

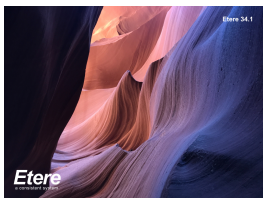
Like every Etere customer, Georgian Public Broadcasting (GPB), the National public broadcaster of Georgia, is delighted to upgrade to Etere 34.



Etere logo



Georgian Public Broadcaster



Etere 34.1



Georgian Public Broadcaster

As a satisfied user of Etere, Georgian Public Broadcasting (GPB) renews its confidence in Etere with an upgrade to the latest Etere 34. GPB is Georgia's national public broadcaster. GPB selected Etere Ecosystem in 2020 to manage its three channels' automated broadcasting, planning, playout, and media assets. This year, GPB upgrades to Etere 34 to leverage the benefits of the new features and to optimise the performance of their system.

### **Etere's Commitment to Research and Development**

With a quick and easy software download, you can ensure your Etere system is always ready to run with the latest features. Our after-sales service sets the gold standard in the industry, featuring 24/7 global support and complimentary software upgrades and updates. We ensure your journey with Etere is nothing short of exceptional. Furthermore, the experienced Etere team dives deep into its research to integrate the most relevant and innovative technology in its software updates. Etere releases regular software updates and upgrades, keeping its systems at the forefront of technology. At Etere, we understand that staying ahead means continuous improvement.

### **Key Features of Etere 34 include:**

#### **■ Search Segments by Artist**

The enhanced media library now introduces a feature that allows users to search within segments based on the artist's name. The targeted approach makes locating and managing content associated with specific artists effortless.

#### **■ Search by Artists - Face Recognition**

Etere MAM expands its search parameters to include facial recognition, bringing a new efficiency level. For example, users can launch a search based on an artist's profile image in personal data.

#### **■ Interface Web for Cut Editing**

With Etere 34.01, you can select video files from the Etere System, cut them and merge them into a single file. This advanced feature simplifies your editing process and grants you the creative freedom to craft a seamless narrative. Whether assembling clips or refining content, Etere ensures a dynamic and user-friendly experience.

#### **■ Video Search Powered by A.I.**

Metadata is essential to find the video you need, especially in the newsroom. Etere enables different types of automatic metadata tagging, including Face Recognition, Speech-to-text and OCR in video images. Etere goes beyond video management, providing the best technology to ensure every piece of metadata enhances your ability to locate, curate, and utilize video resources with unparalleled accuracy and speed.

Please contact us for a personalized consultation and to discover how Etere Ecosystem can help you achieve better efficiencies in your media and broadcast workflows.

## 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)

## About Georgian Public Broadcasting

Georgian Public Broadcasting is the national public broadcaster of Georgia. It started broadcasting radio in 1925, and Georgian TV started broadcasting in 1956. Today, 85% of the Georgian population receive the First Channel, and 55% receive the Second Channel. Georgian TV's programmes are also received by satellite and over the Internet in a number of European and Asian countries.

Please visit [1tv.ge](http://1tv.ge) to find out more.

