

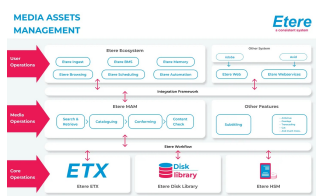
Centro Universitário Ítalo Brasileiro has selected Etere MAM to efficiently manage its media recordings of lessons, ensuring seamless uploads to YouTube. Etere offers a streamlined and media management solution with features including multilingual support, document attachment, rich metadata insertion and advanced editing of lesson recordings.



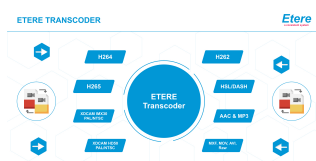
Etere logo



União Unitalo-Centro
Universitário Ítalo
Brasileiro



Media Asset Management



Etere Transcoder

Etere delivers a cutting-edge, user-friendly media management solution that revolutionizes the way educational content is organized and accessed. Centro Universitário Ítalo Brasileiro has selected **Etere Media Asset Management (MAM)** to optimize the management of its lesson recordings. With seamless document attachment, rich metadata integration, and advanced editing capabilities for lesson recordings, Etere empowers Centro Universitário Ítalo Brasileiro to create more dynamic and structured learning experiences. This innovative approach enhances accessibility, ensuring that students can easily navigate and engage with educational materials whenever they need. With Etere's robust Unicode support, the university can seamlessly upload educational materials in multiple languages, ensuring accessibility for students enrolled in multilingual subjects. This enhances the learning experience by fostering inclusivity and making diverse academic resources readily available.

Etere MAM provides an all-in-one, cost-effective package designed to meet the essential needs of small media companies. It includes Media Asset Management (MAM), Etere Disklibrary, a transcoder, NAS or SAN storage, ingest capabilities, five workflows, five Windows servers/clients, 30 web clients, and SQL Server—all seamlessly integrated for efficiency.

■ **Streamlined Workflow Management** Etere Media Asset Management features user-defined workflow orchestration, simplifying content and metadata management. Users can search, store, and retrieve assets effortlessly via both the web and Windows GUI. The MAM system comes with a centralized media library that updates in real time, ensuring quick access to all media files.

■**Etere DiskLibrary:** Etere DiskLibrary is an efficient and cost-effective alternative to LTO and ODA libraries, delivering exceptional flexibility and interoperability. Unlike traditional dedicated archive enclosures, Etere allows users to utilize any archive enclosure, granting them the freedom to mix and match hardware from multiple vendors to suit their specific needs. With full compatibility with JBODS and MAID, Etere ensures a compact yet high-performance solution, maximizing efficiency while minimizing footprint.

■ **Media Asset Management** Etere MAM integrates a centralized media library with real-time updates. With Etere Web MAM, users can search and browse media assets and metadata from anywhere as long as they are connected to the web. Additionally, users can define workflow actions and paths using the built-in workflow designer tool. For advanced automation capabilities, upgrading to the standard package is an option—with a full refund of the Etere MAM package price upon upgrade.

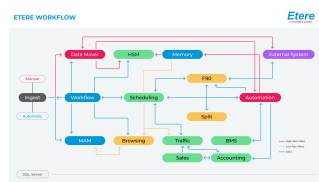
■ **Seamless Storage Solutions** The system efficiently manages the ingest, indexing, storage, and retrieval of digital assets. Users can leverage any NAS or



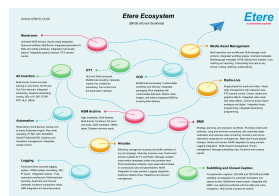
Etere DiskLibrary



Etere Web Multiplatform



Etere Workflow diagram



Etere Ecosystem

SAN storage with one volume and unlimited capacity, ensuring flexible and scalable media management.

■ **5 Workflows:** Streamline operations with customizable workflows tailored to business needs.

■ **30 Web Clients:** Enable remote access and collaboration for teams across locations.

■ **5 Windows Servers/Clients:** Securely run and manage applications with reliable server infrastructure.

■ **Ingest:** One Ingest that is capable of ingestion from SDI and/or IP.

■ **Transcoder:** Etere fast transcoder creates low resolution proxy files from any source file.

■ **SQL Server Integration** Etere MAM includes Microsoft SQL Server Express, providing a solid database foundation. Although this configuration cannot be modified, users who upgrade to the standard package receive a full refund of the Etere MAM price—offering a cost-effective path for broadcasters who seek scalability without limiting future expansion plans.

Etere MAM is designed to offer an entry-level solution without restricting growth, making it the ideal choice for small media companies looking for efficiency, affordability, and future-ready technology. For more information, please get in touch with us to schedule a personalised consultation with our product specialist!

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 the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere 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 Centro Universitário Ítalo Brasileiro

Centro Universitário Ítalo Brasileiro invests in innovation and progress, without abandoning its essence and tradition. It's a well-established institution in Sao Paulo with 75 years of history, recognized for its highly qualified faculty and its teaching tradition, which combines innovative pedagogical practices with classic methodologies. This enriching combination aims at the intellectual development, personal evolution and professional advancement of the student.

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