

## Etere at NAB SHOW 2026

The Etere team will be at NAB Show to present at the BEIT conference on April 20 from 11 to 11.20am. Join us as we delve into an in-depth comparison of four flagship AI systems - Grok, GPT, Gemini, and DeepSeek, designed specifically around broadcast-industry realities.



Etere logo



Nab show 2025

### Beyond the Hype: How Four AIs Perform in Everyday Broadcast Tasks

Date: April 20 2026, 11 to 11.20am

Venue: Las Vegas Convention Center

Join us at the NAB Show BEIT Conference and explore how the four AIs - Grok, GPT, Gemini, and DeepSeek stack up against each other when put to the test in a broadcast setting. We'll present outcomes in a compact, decision-friendly table so technical and editorial leads can scan strengths, trade-offs, and operational considerations at a glance. We did the heavy lifting to analyze practical insights for broadcasts: what we tested, why it matters on-air and off-air, how to deploy it responsibly, and where automation can create immediate value.

Contact us to book a meeting with us at NAB show, see you in Las Vegas!

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

## About NAB Show

The NAB Show is the ultimate destination for content creators and broadcasting innovators. It's where the media and entertainment industry convene to explore new opportunities, harness cutting-edge technology and navigate the ever-evolving business landscape. From TikTok to TV to the big screen, this is where the industry comes to discover what's next, connect with peers, and shape the future of storytelling and delivery. Visit [www.nabshow.com](http://www.nabshow.com) for more details.

