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Etere for Solar TV

Etere for Solar multi-channel automated commercial insertion and playout.

SolarTV Logo

SolarTV Facility

SolarTV Facility

A digital multi-channel automated play out and commercial insertion system has been successfully installed at Solar Entertainment Corporation's uplink station.

Solar, one of the leading Philippine media companies has chosen SeaChange's Broadcast Media Cluster (BMC) Server and ETERE Automation for its 24/7 play out and commercial insertion system. Indeed, as a company that receives and distributes local and foreign contents, Solar must have a reliable and powerful system that is server based, capable of future expansion, manages workflow and absolutely fault resilient - the perfect turnkey solution for their uplink operation.

Proposed and installed by Media Convergence, Inc., the SeaChange - ETERE tandem for SOLAR started its pilot run on November 2002. The company is now operating on a three-node Media Cluster based on their existing capacity and this can expand as their need arises.

"The deciding factor for choosing this solution is based on its technology and attractive pricing," says Ralph Roy, Vice President for Broadcast Operations.

The CEO of Media Convergence, Inc., Al Banguilan affirms, "We are happy that Solar has chosen SeaChange and ETERE system. It is our trust that more and more Philippine broadcast stations and the like will experience this kind of technology for world class digital broadcasting and long-run cost effectiveness."

Solar broadcasts from Antipolo, Rizal, a thirty-minute drive from Metro Manila, the Philippine's national capital region. Major Philippine cable operators as well as over 350 independent cable operators nationwide carry the network channels, serving over 1.5 Million subscribers. Aside from cable programming, Solar's Television division handles free television programming which also adds to the number of the Solar channel viewers.

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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