

## ETERE AT KOBA 2014

Come and explore our CLOUD SOLUTIONS from May 20th to 23rd in the COEX exhibition center (booth D22) at Seoul, Korea.



Etere Cloud



ETERE STAND

ETERE is pleased to announce its presence at the "Korea International Broadcast, Audio & Lighting Equipment Show" taking place these days at the COEX exhibition center, booth D22.

Etere will be showcasing its fully integrated range of enterprise-level software modules that includes Cloud Media Asset Management, Cloud Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, etc.

Etere Cloud Media ERP allows building a flexible, scalable and customizable system capable of carrying out the entire media life cycle from production to ingest and playout, from archiving to content delivery, under a fully tapeless workflow.

Fabio Gattari, Etere's Asia Pacific Sales Manager, commented on the ongoing event, "People is really appreciating our Cloud-based solutions, they are fascinated by the possibility of moving their systems to a true, reliable, powerful and easy to use cloud system. ETERE promises to significantly extend the landscape and boundaries of any broadcast workflow, taking traditional IT to a higher level where all resources are virtualized under the same cloud environment".

Visit us during the show at the booth of our Korean distributor Namsung Traders Co and get a demonstration on the unique features of Etere Cloud MERP.  
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### ABOUT KOBA

Korea International Broadcast, Audio & Lighting Equipment Show (KOBA) is the unique exhibition of broadcasting, audio, video and lighting industry in Korea. It will be the golden opportunity for both the exhibitor and the visitor to make up image of company and to get the latest information of this field.

KOBA Show is a golden opportunity for successful business and image improvement as the 2014 edition wil feature 850 companies from 35 countries and 50,000 visitors from all around the world.



### ABOUT ETERE

ETERE is the leading company dedicated to the best of IT and broadcast, having the strongest market and an edge technology, through an innovative architectural excellence and the best flexibility, since 24 years, going beyond the traditional MAM design, with a extraordinary integrated solution and providing to the media station the tools of tomorrow to have a complete and accurate control on the full company lifecycle.



ETERE, a consistent system!