

## ETERE AT KOBA EXHIBITION 2015

Come and explore our **CLOUD SOLUTIONS** from May 19th to 22nd in the COEX exhibition center at Seoul, Korea.



Etere Cloud



Etere logo

ETERE is pleased to announce its presence at the "**Korea International Broadcast, Audio & Lighting Equipment Show**" taking place at the **COEX exhibition center** at Seoul, South Korea.

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, and more.

**Etere Cloud Media ERP** allows the building of 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, said regarding last year's show, "People really appreciated our Cloud-based solutions, they were 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 **booth D227** of our Korean distributor **Namsung Traders Co** to view a demonstration on the unique features of Etere Cloud MERP.



KOBA Korea



KOBA Korea



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26/5/2015 Event

## 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 25 years, going beyond the traditional MAM design, with an 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!

## 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 2015 edition will feature 850 companies from 35 countries and 50,000 visitors from all around the world.

