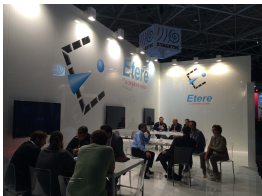


## Etere successfully demonstrates IP at IBC 2015

ETX, Etere's new and powerful IP video management solution, takes the spotlight in an industry firmly focused on IP technology



IBC 2015

Etere, the international leader of software solutions for broadcast and media companies, has concluded our participation at IBC 2015 with a hugely successful demonstration of our advanced IP solutions, including newly released IP video management software ETX.

Etere ETX is a powerful and comprehensive video management software that is fully capable of extracting the full benefits of IP technology, being able to perform IP in and IP out. It is a fully digital ingest/payout engine and gives substantial cost savings, being able to drive the most popular HD/SD digital video/audio/graphics platforms without using middle-ware.



IBC 2015

The ETX demonstration showcased the new features of this powerful software. Attendees were able to see first-hand the key benefits, which include giving customers the ability to perform IP out multiple frame rate, with SDI output supporting most of the existing cards on the market. ETX also enables multiple layer of graphics, squeeze, 3D graphic animation and flash graphics, and is able to produce during ingest a proxy version in WMV format. The demonstration concluded with an overview of the included graphics engine, which allows overlay of static/animated logos and crawlers on eight layers, along with full support for all major wrappers and compression schemes.



IBC 2015

"With the broadcast industry's spotlight firmly focused on IP workflows, we couldn't have asked for a better reception than the hugely positive response ETX has received at IBC 2015," said Fabio Gattari, Etere President and Head of Software Architecture. "ETX is a game-changing solution that allows broadcasters to truly reap the full benefits of IP, and we are very excited to finally unveil it."

In addition to ETX, Etere also presented the newest advancements to flagship MERP Cloud system, as well as specialized solutions MAM, Nunzio, Air Sales and OTT.

### About IBC

IBC is an annual trade show for broadcasters, content creators/providers, equipment manufacturers, professional/technical associations, and other broadcasting industry participants. IBC is Europe's largest professional broadcast show, an essential global meeting place for everyone engaged in creating, managing and delivering the future of electronic media and entertainment technology and content.

