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RAI TRADE at MIPCOM 2009 with Etere

RAI TRADE Announced that will be using Etere's Software to Support the Presentation of its Most Recent Productions to the Audiovisual Industry at Cannes.

mip.com

Rai Trade

RAI TRADE, the exclusive production distributor of the Italian RAI group, has recently communicated that it will be participating, as in previous years, in the MIPCOM 2009 trade event to take place at Cannes, France (October 5-9); there it will exhibit both its newest and more characteristic products to representatives of the international content distribution industry.
MIPCOM is the global media content related event which is held in the town of Cannes once every year, it provides the key decision-makers in the TV, film, digital and audiovisual content, production and distribution industry with the only market conference and networking forum to discover future trends and trade content rights on a global level.
RAI TRADE will base its participation, which is focused to diffuse RAI's productions and eventually grant merchandising licenses, on a rich computerized catalogue of titles,RTCatalogue is a tailored solution provided by Etere and enhanced with a great efficiency in consultancy of RAI branded audiovisual productions, with the purpose of allowing to occasional public to accurately review relevant information before an eventual purchase, being also possible to watch a low resolution preview of all offered titles.
An important aspect is the fact that the entire catalogue of RAI TRADE is managed by Etere MAM, a versatile application which offers important media cataloguing features such as insertion of metadata, advanced search capabilities and low resolution browsing. Etere MAM is installed on a portable computer to improve the catalogue with extremely flexible use-capabilities and periodic
novelty updates.
In order to ensure a high level of portability of its productions, RAI TRADE has entrusted on Etere's workflow efficiency to transcode all video contents intended to be shown during the MIPCOM event, Etere has employed Rhozet's Carbon Coder application to perform core media transcoding operations, consisting in the conversion of IMX high resolution files into a WMV low resolution version, able to represent original contents with an optimal quality at specific showcase video resolutions.
At Cannes, Etere will renew the compromise with RAI Trade to continue managing and distributing its contents with the best performance and an unparalleled reliability.

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