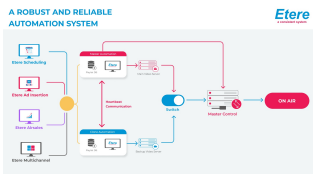


Etere Empowers TodayTV with New Efficiencies

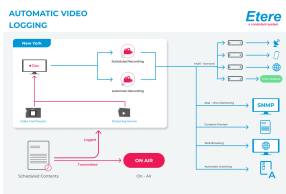
Etere's cutting-edge broadcast solutions Etere Automation, Memory, Ingest and Quality Check deliver new capabilities and efficiencies to Vietnam's TV Station, TodayTV.



todayTV Company Logo



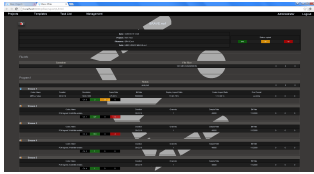
Etere Automation



Memory workflow



Etere Advanced QC



Etere Advanced QC

TodayTV has chosen Etere's forward-thinking broadcast solutions with its latest installation to manage and automate the TV station's tapeless production and digital delivery workflows. Etere's revolutionary MERP concept lowers the cost of ownership with a total software solution that is able to connect and manage the complete lifecycle of a Media company. With Etere MERP, users stay connected in distributed work environments while maintaining optimal performance at every stage of the workflow.

Etere is pleased to work with our valued distributor, SV TECH, for the roll-out of Etere installation for TodayTV in Vietnam. SVTECH was established in March 2001 with a dedicated team of experienced experts. Over the years, SVTECH has been widely established as a system integrator with many large and complex projects at both national and regional level. With this valued collaboration, Etere and SV TECH are committed to provide TodayTV with a seamless integration.

TodayTV's installation of **Etere Automation** with a master and backup automation based on MTX2 ensures a resilient and reliable performance backed by Etere's mark of reliability that has been trusted by broadcasters all around the world since 1987. Besides a master-clone mode, Etere Automation also offers a disaster recovery mode and it runs independently from SQL server, thus ensuring a fault-tolerant and resilient performance. Its unique approach combines real-time device control and media asset management in a single product, offering an impressive mix of solutions and capabilities. Etere Automation increases returns on your investments with automated ingest jobs that reduces manual operations and increases operational efficiencies.

The integrated eco-system in TodayTV includes **Etere Ingest**, an all inclusive solution that has the capabilities to capture media from a wide selection of feeds including real-time SD/HD media from video source, broadcast stream, FTP and IP stream, into a cloud storage and apply it to any part of the workflow. Etere Cloud storage enables quick upload and download of content to distributed users.

TodayTV is also equipped with **Etere Memory** (2 channels). Etere Memory is designed to provide provide broadcasters with a reliable media logger that is capable of recording and storing all transmitted content in a low resolution format such as Mpeg4/WMV), allowing them to keep track of everything that was aired within a configurable time slot and thus fulfilling broadcast recording laws. In addition, Etere Memory allows recording and viewing of clips at the same time with minimal delay.

Etere empowers TodayTV with the best tools possible including **Etere Advanced QC**, a file-based video quality check system that boasts operational efficiencies with its ability to minimise unnecessary reanalysis of content in the event of varying threshold. The multi-tasking tool is able to analyse up to 4 files at the same time with the basic licence and to support simultaneous multi-users, multi-formats, multi-levels reporting environments as well as multi parameters analysis and parallel analysis of multiple/simultaneous sources for an exceptional performance.

Etere installations demonstrate its powerful capabilities to streamline workflows that are fully scalable for environments of any size. Etere strives to empower its users with increased operational efficiencies without compromising on quality and reliability. Etere addresses the core challenges faced by the Media Industry with a collaborative workflow that promotes business visibility and collaborations between departments. Achieve the competitive advantage with Etere which remains the only company to offer an end-to-end workflow solution for any broadcast and media company.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with a revolutionary architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.



TodayTV

TodayTV was founded in 2008 and it was formed by the International Corporation Communications (IMC) together with the support of international and local corporations and businesses. TodayTV screens entertainment programs including gameshows, children's programs, Vietnam, Asian, Hollywood's movies both locally and internationally. TodayTV also produces Vietnam feature films and broadcasts 24 hours a day.



IMC is one of the leading Multimedia Communications groups in Vietnam and it strives with a motto of having people as a core value. IMC remains committed to enthusiasm, credibility and professionalism. The channel broadcasts continuously for 24 hours a day. IMC manages and develops several multimedia platforms including TodayTV Channel, Channel SNTV, YouTV Channel, MTV Channel, Anh Minh Joint Stock Company Media Advertising, Movie World Magazine, Mother Loves Kid Magazine and Beauty Magazine.