

## APB: Etere to Unveil ETX-G

One of the highlights this year's Etere booth is the new ETX-G, which the company promises will "mark a new milestone" in graphics management with an integrated end-to-end process that combines approval, preview, invoicing, edit and playout of commercial graphics.



APB logo

ETX-G is Etere's next-generation commercial graphics management software with a new efficient workflow that overrides any other graphics systems on the market. It boasts an efficient archive management system for all graphics databases combined with an intuitive user interface that enables SDI-supported, real-time previews and graphics media management.

More than just graphics management, ETX-G's expansive features include a multi-channel media manager with automatic graphics detection, version control, workflow management and a wide range of software support including popular graphics editors such as Adobe.

With its dedicated support centre in Italy, Etere offers support service in the market even for the most complex needs, providing round-the-clock worldwide support and a Web portal for real-time updates.

Etere will be located at booth 5F3-02.