

## Etere for the First Time at CeBIT 2010

Etere Announces that will be participating on the largest Digital IT and Telecommunications Trade Show to present its latest products and technologies for Media



2010 Logo of CeBIT



CeBIT 2010



CeBIT 2010



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Etere, worldwide leading supplier of new generation and cost effective software-based solutions for TV broadcasters, content providers and media industry, is pleased to announce its participation from 2nd – 6th March 2010 at the CeBIT Trade Show to take place at Hannover, Germany.

CeBIT is the world's largest trade fair showcasing digital IT and telecommunications solutions, and Etere will be present at the Stand B19 (Italian Pavilion) - Hall 09 (Future Parc) of the Hannover's exhibition centre, where our representative will be presenting Etere MERP (ERP technologies with rich media extension), a complete solution for Media Asset Management, HSM, Archiving and Web Integration on a distributed architecture. Etere's suite allows broadcasters, media companies and content providers to build a flexible and scalable system to carry out their entire media production, from ingest to playout to content delivery, under a fully tapeless and paperless workflow-based digital environment.

### **Media Asset Management**

Etere MAM is set of integrated applications which conforms a comprehensive Media Asset Management system, able to fit and streamline any digital operations workflow, by allowing to perfectly integrate core components such as the acquisition of contents (capture and encoding of digital media), editing of contents (creation and preparation of digital media), and management of rights (track of media's contractual rights).

### **Archiving**

Etere HSM is the cost-effective solution to radically streamline the management of expensive tape libraries; allowing stations to optimize the migration of contents including high and low versions as well as associated metadata. Etere HSM improves the management of libraries by controlling their mechanical movements through the HSM Robotics Control and HSM Data Pump applications, which are able to run several data pumps on different machines to boost their throughput, while offering access to real-time logs, reports and statistics.

### **Media Management**

Etere Data Mover is the application used to perform the physical storage and retrieval of video files, a typical Data Mover operation would be to move a video clip from a videosever to an archive based on custom actions which are defined and executed via workflow. Etere Data Mover, together to Etere HSM, forms a tandem that is the only solution in the market with an embedded multi-level and multi-rule cache that offers an intelligent management which ensures the best performances with low investments.

### **TV Automation**

Etere Automation combines the versatility of using the same database of the Etere Media Asset Management to integrate all the activities in a single environment, and the reliability of using an independent database for the final playout, adding in this way a decisive strong point of reliability to the overall system. An easy to use subtitles manager is provided, allowing broadcasters to either create or import subtitles with frame-accuracy, enhanced preview capabilities, and allowing its further integration with the overall system workflow, including the management of secondary events.

17/2/2010 Event

**Etere**  
a consistent system



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