

## Etere at Broadcast Asia 2010

Etere confirms it's presence at Broadcast Asia 2010, you can discover the latest news in booth 7K3-03 – Hall 7 Italian Pavilion



15-18 June 2010  
Singapore Expo  
www.Broadcast-Asia.com  
www.interactiveDME.com

2010 edition of Broadcast  
Asia

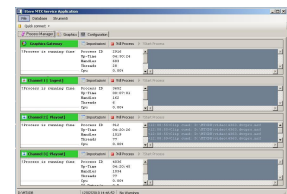
Etere is proud to announce that it will be exhibiting in this year's edition of Broadcast Asia event on June 15-18 at Singapore Expo. Broadcast Asia welcomes every year over 54,000 industry professionals from more than 100 countries, making this event the premier exhibition and conference in the Asia's broadcast marketplace

Etere, at booth n. 7K3-03 – Hall 7 Italian Pavilion, will show the flexibility of its recent and re-designed products and functions to manage all broadcasters needs with a distributed, perfectly integrated, cost efficient, and SQL based system, that makes possible to share with enhanced reliability all the metadata among different departments involved in the broadcast chain under a single and unique framework. During the exhibition, Etere will give special focus to the following solutions:

### Etere MTX

Etere MTX is the new driver developed by Etere to allow the incorporation of the ultimate Matrox video cards into Etere-based systems without using middleware, and achieve tightest integration on both ingest and playout, all at lower costs and with an outstanding performance.

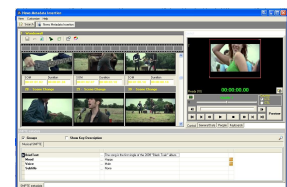
This innovative product allows combining Etere's capabilities with the latest Matrox video technology, providing direct capturing and play of video in HD/SD supporting all compression schemas and including during playout a graphics engine to easily overlay fixed and moving logos, and crawls. All with the affordability and easy of use of an Etere system.



### Etere MAM

Etere MAM is the highly effective digital content management solution, it has been specifically designed to streamline the process of ingest, indexing, storage, archive and retrieval of digital assets. It is a centralized solution for handling digital content and rights and metadata; its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.

Etere MAM is integrated in Etere frameworks so it will appear also in all the products of Etere, from Automation to Air Sales. A single repository of data shared among different interfaces; to allow the entire system to reach a high level of integration, reliability and functionality.



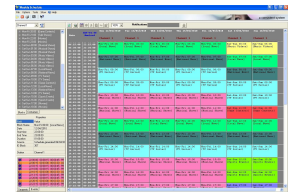
## Etere Airsales

Etere Air Sales is a module dedicated to the commissioning and planning of broadcast commercial activity, this versatile and efficient tool ensures that your commercial orders will be generated and managed professionally and efficiently, maximizing in this way the air time planning productivity, and streamlining the overall commercial management.

This module allows agents to elaborate sales proposals and campaigns for advertising space, managers to approve, and operators to generate schedule and accountants to manage invoice payments and agents' commissions.

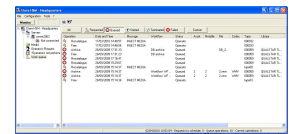
Etere BMS is a invaluable tool specifically oriented to the management of licensing rights, it provides full monitoring of rights status of purchase contracts and associated assets, giving you total control over the rights management process through the definition of licensing contracts referred to specific assets.

Those metadata are the same the drive media management and playout, with an unique integration performance in the market.



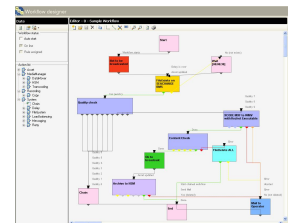
## Etere HSM

Etere HSM is the cost-effective solution for the management of tape libraries; allowing stations to optimize the migration of contents in multiple formats as well as associated metadata. Etere HSM is a true broadcast product, it has hundreds of broadcast oriented functions, as libraries joining, tape migration and disaster recovery.



## Etere Workflow

Etere Workflow goes beyond the file based approach by providing broadcasters with a really "tape-less" and paper-less solution, this by offering the possibility of introducing a digital-based workflow concept into the core of their broadcasting system to integrate and take full advantage of all digital technology present across the system.



Etere was a pioneer in the file based Workflow and now offer a complete digital solution able to manage a complete and safe workflow of files that include a digital signature of all the important steps.

Etere solution is based on the concept that "the biggest value of a broadcaster is its workflow"..

Additionally, Etere Tapeless Reception keeps stations communicated with the outside world with enhanced security, to allow a worldwide exchange of files in a safe environment. File based workflows include all the important function on file based system as Audio loudness control and video format standard change.

## Etere Automation

Etere Automation combines the power to include Etere Media Asset Management database and the reliability of using a distributed architecture for the reliability design of the market.

A powerful multilevel scheduling allows an incomparable easy of use, even to manage thousands of events. Etere STMAN the enhanced graphics engine allows to generate all the complex graphics using MAM database on the fly, no more pre generated coming next, or TV guides.

