

Etere in Brazil for the SET EXPO 2010 SHOW

The 19th Edition of the SET Broadcast & Cable Conference will count among its Exhibitors ETERE that Consolidate its presence in the Latin American Market. We will be exhibiting at the booth E11/E12, where the presentation will be supported by Etere’s official brazilian distributor BrasVideo.



Set 2010

Etere solutions are celebrating 20 years.

Etere, a global leader that provides complete broadcasting solutions, has confirmed its presence at the 19th edition of the Broadcast & Cable Show that will take place from the 25th to 27th August “Sao Paulo, Brazil”. Etere will be exhibiting its wide range of professional and cost-effective products at the booth E11/E12, where the presentation will be supported by Etere’s official brazilian distributor: BrasVideo.

SET Broadcast & Cable is the major Event for Television, Radio and Telecommunications Engineering in Latin America, with around 180 exhibiting companies and with an expected visiting public of 10,000.



Etere

In the Brazilian panorama, Etere has been installed on various broadcasting stations as a part of a growing expansion of its business operations into the Latin American market, where Etere plans to reach broadcasting companies, production houses and content providers comprehended within this potential zone, by proposing them an innovative, reliable and fairly-priced system able to manage their contents not only from ingestion to playout, but even to their commercial scheduling, contracts invoicing and rights control.



Bras Video

Etere allows to build a fully integrated, flexible and cost efficient distributed architecture to manage and share media and metadata across all the offices involved in the broadcast - post production - archive - delivery chain, using a single framework with enhanced reliability. Etere Promo placement tool and the advanced Tapeless reception are just few of the new integrated products and functions we will show during the event, besides to: