

## Successful Exhibition of Etere at IBC 2010

ETERE concludes a meaningful participation in Amsterdam at IBC 2010.



Etere

Etere showed the latest workflow-based comprehensive modular software solutions for broadcasters and media companies at IBC 2010 in Hall 8 booth B89.

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's main focus at the show was to showcase its consistent and fully comprehensive software solutions. Etere demonstrated its latest applications for broadcasters, production and post-production companies, content providers and more.

Etere Promo placement, Etere MTX tool (presented on a 2 50' Plasma TV) and the advanced Tapeless reception are just few of the new integrated products and functions we showed during the event, besides to.



IBC 2010