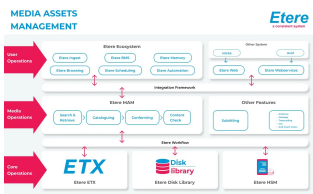


MAM CENSORSHIP

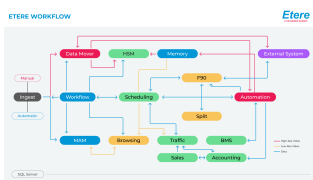
Etere MAM censorship incorporates solutions that simplifies the censorship process with an integrated architecture combined with scalable, flexible and streamlined workflows.



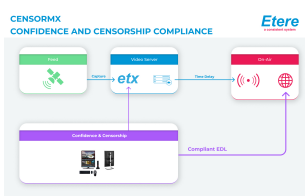
Etere logo



Media Asset Management diagram



Etere Workflow diagram 1



CensorMX Diagram

Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored for your success.

Etere Media Asset Management

MAM Censorship workflow includes Etere Media Asset Management (MAM) which provides a centralized management of digital content and associated metadata. It allows users to create, select and update metadata quickly from the integrated media library.

From the **Agenda** feature of Etere MAM, users are able to request and assign censorship tasks. Users may also view information about the task including task name, status of tasks (for example completed, rejected, retry later, etc) as well as written comments or messages for each task. Etere MAM agenda provides an overview of all assigned tasks and resources available for selection. Once tasks are confirmed, Etere Workflow selects the level of censorship that is required and executes the task.

Etere Resource Management

Etere Resource Management manages the planning and assignment of resources including technical resources and human resources required in the censorship workflow. Users are equipped with the tools to design new structures easily. It empowers companies to plan its resources, assign, manage and monitor all resources in the workflow. It is also integrated with Microsoft Outlook and a web interface for easy tracking.

Etere T-Workflow

Subsequently, Etere Workflow enables users to configure censorship management rules and select censorship requirements for files. Etere Workflow is an essential part of the broadcasting process. It identifies video files with censorship requirements. Etere Workflow also provides users with the complete control and management to customize their systems and processes, thus ensuring that all censorship requirements are fulfilled.

Edit Integration

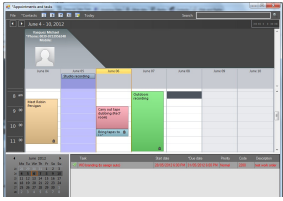
In the next part of the workflow, Etere Edit Integration sends the requests of censorship creation and changes to the editing systems. Editing jobs are assigned automatically through Etere Workflow. For a fast and easy execution of tasks, Etere Edit Integration provides a drag and drop interface.

Etere Video Editor

Make quick edits to files stored in the integrated MAM database. Save time with fast imports and exports, and make use of the full suite of editing tools to make the most of your videos. The streamlined process of editing makes the Etere Video Editor invaluable in a fast paced work environment.

Etere Plugin for Adobe Premiere Pro

Etere has integrated its Ecosystem system with Adobe Premiere Pro. This solution enables Etere users to create content in a quicker and easier way. With a login, every user can see his/her assets and start to use Etere's engine. With Etere Ecosystem framework, the plugin for Adobe Premiere Pro provides tight integration with Etere modules to leverage the benefits of a unified system.



Etere MAM Agenda



video editor

About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. www.etere.com