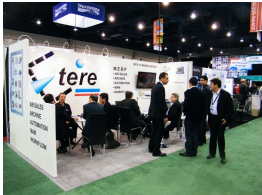# Big Success for ETERE in Las Vegas at NABshow 2011

Etere showed Etere MERP, ERP technologies with rich media extension, at NAB 2011.

NAB Show Logo 2013

Etere at NAB 2011

Etere showed the latest workflow-based comprehensive modular software solutions for broadcasters and media companies.

Etere's main focus at the show was to showcase Etere MERP (ERP technologies with rich media extension), a complete solution for Media Asset Management, workflow-based operations and resources planning on a distributed architecture.

Key benefits of Etere MERP are:
• It does not share directories, it shares content
• Enhanced resources planning and activities tacking
• Allows keeping all resources connected
• Extends the hardware capabilities
• Provides safe and controlled access
• Fully hardware independent
• Improves tapeless and paperless operations
• A lower cost of ownership!

Etere also showed its fully integrated, IT-based and automated playout system as a straightforward extension of a MERP approach, Etere MTX and Etere Airsales.

Etere is a reliable and scalable solution providing customers with complete media management, rights management, short and long term programming and control from ingest to playout, combining all these into a single workflow framework enhanced with on-demand services.

The 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.
Etere a consisten system!