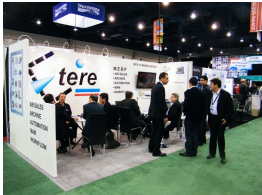![Etere - a consistent system]

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 - Where Content Comes to Life]

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!