

Etere confirms its presence at SMPTE in Australia

Visit Etere at booth G35 of its Australian distributor Techtel and take part at the SMPTE conference during Fabio Gattari' session about "Media Enterprise Resource Planning: Concept and Application Framework"



SMPTE

This year ETERE will renew its presence at the most important broadcasting event in Australia, the SMPTE show. During the exhibition, that takes place from the 19th to the 20th of July at the Sydney Convention and Exhibition center, we will be pleased to demonstrate our features that led us to the main position among the most popular and cost effective solution in the broadcast marketplace.

After the big success during BroadcastAsia also at the Australian show the focus will be the new M.E.R.P. concept. Fabio Gattari, Asia Pacific Sales, will take part at the SMPTE conference during the session about the 'Media Asset Management'. The title of Etere speech will be "Media Enterprise Resource Planning: Concept and Application Framework".

The talk will cover all possible ways to introduce in a TV station the concept of the E.R.P., but applied to multimedia, an approach that will permit to have a total software solution capable to computerize the entire media industry's lifecycle.

Visit Etere booth G35 at our Australian distributor Techtel for information about products and solutions designed for broadcasting professionals, we will also provide a custom demo on hot products and solution topics prepared to fit specific visitors' needs.