

## Etere concluded another outstanding contribution at BES EXPO 2012

BES Expo has finished with a growing expansion of the Etere's business operations into the Indian market



BES Expo 2012



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BES Expo is an annual exhibition & conference which is the industry's leading event in India. During the three-days exhibition held on February 11-13, the public demonstrated great interest for Etere's powerful solutions an integrated system around a Media Asset Management, the Etere's stand was always crowned and the demand for a special demo on hot products and solution topics was very high. In the Indian panorama, Etere has been installed on various broadcasting stations as a part of a growing expansion of its business operations this market. Moreover, Etere has planned to meet broadcasting companies, production houses and content providers comprehended within this potential zone. Fabio Gattari, President & Software Architect has shown during the BES EXPO Conference session entitled "Content Management in Multi-platform environment" the scenarios on which to create an extended integration between the company's production facilities (newsroom, production, post-production, playout, etc.) and its various administration tools (scheduling, planning, CRM and business intelligence) with a multichannel/multiplatform for the delivery of media content. Mr. Gattari has explained the new Etere vision regarding the changes currently affecting the broadcast industry and its entire workflow as well as the future landing of this process.

15/2/2012 Event



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