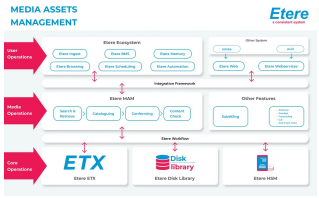
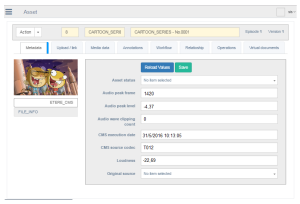
21/6/2017 Press

Etere MAM is Selected by Esplanade Theatres on the Bay

Singapore's National performing arts centre, Esplanade – Theatres on the Bay, has selected Etere Media Asset Management (MAM) for the management of its digital assets.



Media Asset Management



Etereweb MAM

Etere MAM Menu

Esplanade – Theatres on the Bay

© Etere pte ltd All rights reserved

After a tender, review and evaluation process, Etere Media Asset Management (MAM) has been selected by Singapore's National performing arts centre, Esplanade – Theatres on the Bay for the management of its digital assets. Esplanade is one of the busiest arts centres in the world and has presented more than 34,000 performances since its inception in 2002.

With about 3,000 performances taking place at Esplanade annually, the arts centre requires a content management system that is of high quality, efficient and reliable. It should also be capable of managing the recording, archive, transformation, transfer and distribution of digital content, an aspect that Etere is qualified in with its expertise in enterprise-level solutions. Etere MAM is recognized for its results-driven and cost-efficient capabilities including:

Mastery of Workflows
■ Unified software system with seamless connectivity across distributed work environments
■ Automated and reliable content delivery, transfer, transformation and management
■ Customizable workflows that allow easy configuration and full control

Improves Operational and Cost Efficiency
■ Improvements in operations with a more efficient way of working
■ Reduces manual operations with advanced automation
■ Channel-in-a-box: Streamlines system design with a simple integrated PC setup
■ Easy accessibility to operational and performance metrics at every stage of the workflow

Smart Content Management
■ Intuitive interface for media library management and meta-data tagging for an easy maintenance of the recordings library
■ Metadata flexibility: Enables metadata exploration, generation and edits
■ Automatic file naming with customizable metadata relationships and organisation
■ Compatible with a variety of media distribution mediums including both digital and tactile
■ Equipped with high-quality archiving, duplication, viewing and extraction capabilities that adapts to fast-paced operations and dynamic requirements

Amplifies Returns on Investment
■ Open architecture, interoperability with a wide range of third-party software and hardware
■ Compatible with current and future SMPTE standards and encoded formats
■ Reduces complexity: Software that runs on a PC (Windows) without the need for additional systems
■ Enhances future adaptability of system with cutting-edge technologies and free software upgrades
■ Scaleable architecture that adapts easily to operational changes
■ Unlimited 24/7 support and VPN connection with Etere specialized support centre in Italy

Since 1987, Etere Media Enterprise Resource Planning (MERP) software solutions are used by many of the world's leading Media Enterprises to improve their media asset planning and enterprise resources management. With Etere solutions, Esplanade is able to leverage the benefits of a streamlined workflow for better performance and operational efficiency.

© Etere pte ltd All rights reserved

21/6/2017 Press

About Esplanade – Theatres on the Bay

Esplanade is Singapore's National performing arts centre. Its year-round line-up of about 3,000 performances presented by Esplanade, its collaboration partners and hirers include a diverse calendar of ticketed and non-ticketed programmes featuring dance, music, theatre, visual arts and more, making the arts accessible for everyone. The centre works in close partnership with local, regional and international artists to develop artistic capabilities and content, push artistic boundaries and engage audiences. It also develops technical capabilities for the industry nationally.

This architectural icon, with its distinctive twin shells, houses world-class performance spaces complemented by a comprehensive range of professional support services. Its two main venues are the 1,600-seat Concert Hall and a Theatre with a capacity of 2,000.

Esplanade – Theatres on the Bay is operated by The Esplanade Co Ltd (TECL), which is a not-for-profit organisation, a registered Charity and an Institution of a Public Character. In 2016, The Charity Council awarded TECL the Charity Transparency Award and the Special Commendation Award – Clarity of Strategy.

Visit **www.esplanade.com** for more information.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

© Etere pte ltd All rights reserved