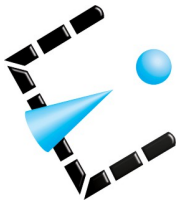


Etere WILL NOT Join NABshow 2017

Etere will not participate in this year's NABshow as traditional exhibitions are becoming obsolete to promote products. Etere is moving towards more modern and effective marketing activities.



Etere logo



Etere



NAB Show Logo 2013

Etere will not participate as an exhibitor in NAB 2017. The world is changing and big exhibitions are now less important than ever before, big events are obsolete in the internet era where you can explore everything with few clicks. Travel in the United States is more difficult and exhibition expenses have risen while product prices have fallen. We remain committed to our mission to produce more effective, reliable and flexible solutions. We wish to offer exceptional products at better pricing and thus, we chose not to waste resources on NAB 2017 participation. Etere will participate in more effective local exhibitions and increase its online presence to stay in contact with our customers. We will reduce its presence and budget for ineffective exhibitions. Etere aims to invest more to assist and connect with new and existing customers using new platforms and technologies.

Etere will continue to participate in effective exhibitions. Upcoming exhibitions that Etere will be at include:

■ **Kyiv International TV and Radio Fair 2017**

18th - 19th May 2017
ACCO International Exhibition Centre
Kyiv, Ukraine

■ **Broadcast Asia 2017**

23rd – 25th May 2017
Suntec Convention & Exhibition Centre
Singapore

■ **SMPTE 2017**

18th – 21st July 2017
International Convention Centre
Sydney, Australia

■ **SET Expo Brazil 2017**

22nd – 24th Aug 2017
Sao Paulo, Brazil
Expo Center Norte

■ **IBC 2017**

15th – 19th September 2017
RAI Amsterdam
Amsterdam, Netherlands

■ **Broadcast Indonesia 2017**

25th – 27th October 2017
Jakarta International Expo, Indonesia

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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.

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