

## Etere at Broadcast It Madrid 2011

Etere has participated in Broadcast It Madrid 2011, held in IFEMA, from 25 to 28 October 2011 at the IFEMA, booth 3B07.



Broadcast it

Etere is a worldwide provider of tapeless, file-based solutions for automatic playout and transmission. Etere will be exhibiting at the exhibition, showcasing its range of market-proven and workflow-based end-to-end solutions including Media Asset Management, Newsroom, Hierarchical Storage Management (HSM), Automation, Censorship, Airsales, Broadcast Management System (BMS) and Ad Insertion.

**Date: 25 to 28 October 2011**

**Location: Madrid Fair**

**Booth: 3B07**

Broadcast It Madrid 2011 is a great opportunity to look at the latest innovative and advanced broadcast software solutions developed by Etere for broadcasters and media companies. Visitors can arrange for a private demo session to discover a wide range of technology software with Etere's unique MERP design to improve the efficiency of their workflows while lowering operational expenditure.



Etere logo

### 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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### About Broadcast It Madrid

Broadcast Madrid is a professional trade show showcasing the latest innovations and trends of the audiovisual world. Held every two years, Broadcast Madrid is a show dedicated to the professionals of the sector that showcases the main brands in equipment for radio, television, audio and video studios, digital cinema or cinema halls. Additionally, the show also includes the emerging audiovisual sectors and incorporates in its exhibiting area technological solutions and contents adapted to them.

