Proaudio-central: TVRI Adds Etere Airsales to its Workflow

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Etere logo

Pro Audio Central

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The decision to invest in Airsales was reportedly made to reduce operating costs and to increase profitability. The software will incorporate large-scale developments, including the use of the Indonesian language with its GUI while also producing custom reports that conform to the country's laws.

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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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