Etere MAM Selected by Esplanade Theatres On The Bay

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Etere logo

Esplanade Singapore

Esplanade Singapore

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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 recognised 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.
■ Customisable 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 customisable 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 specialised support centre in Italy.

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