

## Etere at the Africa-ASEAN Business Expo (AABE) 2017

Etere be exhibiting at the Africa-ASEAN Business Expo (AABE) 2017 which will be held at the Sandton Convention Centre in Johannesburg, South Africa, Booth B13 from 6th to 8th November 2017. See you there!



Etere logo



AABE

### Etere at Africa-ASEAN Business Expo (AABE) 2017

**Date:** 6th – 8th November 2017 | Mon - Wed

**Venue:** Pavilion (Level 5), Sandton Convention Centre, Alice Lane, Johannesburg, South Africa

**Booth:** B13

Etere is pleased to announce its participation in **Africa-ASEAN Business Expo (AABE) 2017** which will be held at the Sandton Convention Centre in Johannesburg, South Africa. The Africa-ASEAN Business Expo (AABE) 2017 serves as a strategic platform to link businesses between ASEAN and the Africa Union via the respective commercial hubs of Singapore and South Africa. AABE 2017 is an inaugural edition which is expected to attract between 3000 to 4000 trade visitors.

At the event, Etere will present its unique **Etere Media Enterprise Resource Planning (MERP)** framework of solutions which are capable of managing the end-to-end lifecycle of any company with its flexible and integrative software-based modules including **Media Asset Management (MAM), Newsroom, Hierarchical Storage Management (HSM), Censorship, Broadcast Management System (BMS), Automation, Airsales and Ad Insertion**. Valued for its innovation and reliability, Etere MERP has been a market-proven choice for broadcasters and media companies around the world since 1987.

### Etere Full IP Payout with Etere ETX-M IP Multiviewer

Etere's market-proven full IP solution allows you to leverage the benefits of IP and gain a competitive advantage, way ahead of industry standards such as SMPTE 2022, Aspen and AIMS. Etere streamlines your IP payout with a fully digital solution that does not require hardware, cables or other accessories. It is capable of broadcast quality 4K and HD payout and it allows you to manage ANY payout over IP with a very high level of reliability and flexibility. Additionally, Etere IP solution is integrated with ETX-M IP Multiviewer, a software that allows you to manage and adjust up to 9 monitors and 30 sources simultaneously.

Make an appointment for a live demonstration of Etere, talk to us at [info@etere.com](mailto:info@etere.com). See you in Johannesburg, South Africa!

### 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, payout, 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. **E-mail:** [info@etere.com](mailto:info@etere.com)



1/11/2017 Event

### **About Africa-ASEAN Business Expo (AABE)**

The expo is designed to be a strategic platform linking businesses between the African Union (AU) and ASEAN, via the commercial hubs of Africa and ASEAN respectively. Exhibitors from the Education, Environment, Financial and Business Consultancy, Food and Beverage, Franchising & Licensing, Healthcare, Housing / Building & Construction, Infrastructure, IT & Telecommunications, Transportation and Water industries will be participating in the event. Between 3000 – 4000 trade visitors are expected to visit AABE 2017. AABE 2017 will also include a series of programmes to be held in conjunction with the trade expo. These include Africa-ASEAN Business Forum (AABF), Networking reception, hosted buyers' programme, B2B matching sessions and a digital platform to showcase th exhibitors' corporate profile, products and services before, during and after the trade show to potential buyers from Africa.

**[www.aabexpo.com](http://www.aabexpo.com)**

