

## Etere Doubles its Presence at NABshow 2018

Meet the Etere team at NABshow 2018, from April 9-12 at Booth SL5516 (NDI Central Pavilion), Pod 6, Las Vegas Convention Center. Our distributor, Stonefly, inc. will showcase Etere solutions at Promise Technology Booth SL7624. Schedule an appointment with us at [info@etere.com](mailto:info@etere.com)



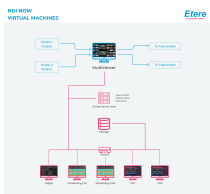
Etere at NABshow 2018  
Floor Plan



Etere logo



logo of NABshow



Virtual Machines

**Date: April 9th to 12th | Mon - Thu, Las Vegas Convention Center**

**Etere at NABshow 2018, NDI Central Pavilion**  
**Booth SL5516, NDI Central Pavilion, Pod 6, South Lower Hall Floor**  
**Guest Pass Code: LV9386 (Get an exhibits pass for only \$50 with Guest Pass Code)**

**Etere at NABshow 2018, Booth SL7624**  
**Our distributor, Stonefly, inc. will showcase Etere solutions at Promise Technology Booth SL7624 South Lower Hall Floor**

Etere is excited to announce its participation in the **NDI Central Pavilion at NABshow 2018** which will be held at the Las Vegas Convention Center from April 9th to 12th. Over 1700+ exhibitors and 102k+ visitors are expected. Since 1923, NABshow has been one of the most anticipated global events for the media, entertainment and technology industries. Etere will present the latest technology and solutions in **Etere Media Enterprise Resource Planning (MERP)** framework. Etere solutions are designed to be future-ready and reliable. Its unique architecture is fully scalable, flexible and efficient. It is capable of managing the end-to-end broadcasting and media workflows of companies, fulfilling even the most demanding tasks. Etere MERP solutions include **Media Asset Management, NRCS Newsroom, Hierarchical Storage Management (HSM), Playout Automation, Censorship, Airsales, Broadcast Management System (BMS) and Dynamic Ad Insertion.**

Etere has supported NewTek NDI® technology since 2014 when its IT-based channel-in-a-box system, Etere ETX was integrated with NDI® support. **Network Device Interface (NDI)** is a royalty-free standard developed by **NewTek** that enables multiple video systems to identify and communicate with one another over IP as well as to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real-time. Etere provides an easy and cost-effective way for companies to tap on the benefits of IP Playout without a major change in their systems. **Etere Full IP with ETX-M Multiviewer** empowers users to leverage the benefits of IP without any traditional SDI hardware, cables or other accessories. It features full support for the use of virtual machines and cloud. It is also integrated with **Etere ETX-M Multiviewer**, a software that allows users to manage and adjust up to 9 monitors and 30 sources simultaneously.

Schedule an appointment with us for live demos and product consultations, see you in Las Vegas![info@etere.com](mailto:info@etere.com)

For more information, visit **NewTek NDI. #NDIcentral**

### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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. [info@etere.com](mailto:info@etere.com)



### About NABshow

Since 1923, NABshow has served as a platform for pioneering technology in television broadcasting, radio broadcasting, music and film. It continues to unite the latest emerging innovations and transformative industries leveraging content to educate, entertain and inspire. The event is expected to attract over 102k visitors from over 160 countries. <https://www.nabshow.com>



### About NewTek NDI®

NDI®, NewTek's innovative Network Device Interface technology, is a royalty free standard enabling IP video workflows across Ethernet networks. NDI® is in the hands of millions of customers using applications and devices that are NDI®-enabled and has been adopted by more organizations than any other IP standard. NDI® allows multiple video systems to identify and communicate with one another over IP. This benefits any network-connected video device, including cameras, converters, video mixers, graphics systems, capture cards, and many other production systems. This makes it possible to exponentially increase the number of sources available for live production switching, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply replace SDI-based workflows.



### About StoneFly, Inc.

StoneFly, Inc. is headquartered in the Silicon Valley (Hayward) California. StoneFly has been at the forefront of the most advanced and lasting technologies such as iSCSI, fibre channel, object, scale out NAS, hyperconverged, HyperScale, and cloud. StoneFly, Inc. is a subsidiary of Dynamic Network Factory, Inc. (DNF), a leading IT company with Security, Defense and Consulting services and has offices in both Northern and Southern California. <https://stonefly.com/>

