*Etere*
a consistent system

# Etere to Showcase at NAB 2018

Etere will be showcasing the latest Etere plugin for Adobe Premiere Pro CC at NABshow 2018 from April 9th to 12th at Las Vegas Convention Centre, Booth SL5516 (Pod 6).

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Etere logo

NAB

Etere at NABshow 2018
Floor Plan

The Etere Framework

Etere will be showcasing the latest Etere plugin for Adobe Premiere Pro CC at NABshow 2018 from April 9th to 12th at Las Vegas Convention Centre, Booth SL5516 (Pod 6). Etere Media Enterprise Resource Planning (MERP)'s flexible architecture, high reliability, and efficiency provide a centralized management of digital content and integrative workflows for all your broadcasting needs. Etere's plugin for Adobe Premiere Pro CC features seamless integration with Etere MERP solutions to provide all the professional tools needed from a single interface, without exiting the NLE environment.

**About Etere Plugin for Adobe Premiere Pro CC**
Etere Media Enterprise Resource Planning (MERP) cloud framework is an integrative experience. The Etere plugin for Adobe Premiere Pro CC allows users to manage their assets on both platforms interchangeably with only one login.
■Etere MAM to search and preview MAM assets seamlessly as well as to link sequences in Adobe Premiere Pro CC directly to both new and existing asset forms in Etere MAM
■Etere HSM for direct partial file restores
■Etere Promo Placement to receive new promos directly
■Etere Nunzio for fast content publishing and direct access to the archive without exiting Adobe Premiere Pro CC

Etere supports the latest updates from Adobe Premiere Pro CC including:

**■Color Match**
The new color match captures color and light values from a reference image and applies them as editable Lumetri color adjustments to the current shot. It is also updated with Face Detection capabilities to adjust skin tones automatically.
**■Essential Graphics & Sound Panel**
The Adobe Essential Graphics Panel is designed to allow the user to create animated text and graphics that can be saved as Motion Graphics templates. Users may use Smart Replace to update Motion Graphics templates created in Adobe After Effects®, browse local storage, Creative Cloud libraries and Adobe Stock directly from the panel. The new Essential Sound panel automatically normalizes sound tracks and dialog volume. Adjustments are also keyframed and changes can be made.
**■Customizable Time Code Panel**
The new feature allows users to track different time codes within the same project with a customizable time code panel. The new feature enables the effective retention of marker spacing and information.
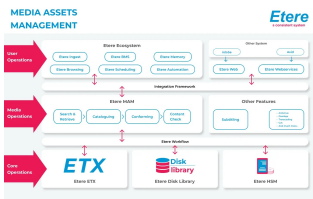**■Adobe Immersive Environment**
The new feature paves the way for a virtual reality environment with support for 360 VR space navigation and handset controls that allows users to rotate and navigate their view virtually from the digital console. Additionally, support for Windows Mixed Reality expands the range of available head mounted displays.
**■New Format Support for Camera RAW**
Sony X-OCN (Venice) and Canon Cinema RAW Light (C200) formats are supported

**Etere at NAB 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 also showcase Etere solutions at Promise Technology **Booth SL7624**.

Media Asset Management
diagram

**Adobe at NAB 2018**

Adobe will showcase powerful new updates to Adobe Creative Cloud, giving video pros the world's best tools for video editing and motion graphics. The latest release brings amazing new features and faster workflows for color, graphics, audio, animation, collaboration and VR. Highlights include shot comparison, automatic color matching, and intelligent audio and easy rotate view controls for VR content in Adobe Premiere Pro CC; streamlined graphics workflows with master properties to rapidly edit layer properties across compositions in After Effects CC; added efficiency in Audition CC; integration with Adobe Stock for sourcing video footage and Motion Graphics templates; trigger improvements in Adobe Character Animator CC; and easily invite anyone with refined collaboration workflows in Team Projects. Adobe Creative Cloud offers an unparalleled creative ecosystem of interconnected apps and services. NAB attendees can see the latest product demos at the Adobe booth (#SL4610, South Hall in the Las Vegas Convention Center). For more information, visit **Adobe Website**

To learn more about Etere Plugin for Adobe Premiere Pro CC, please write to **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 are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (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.
**E-mail: info@etere.com**