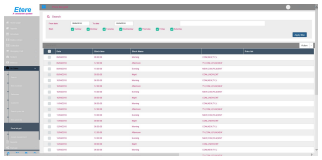
9/5/2018 Technology

New Web Interface for Etere Airsales

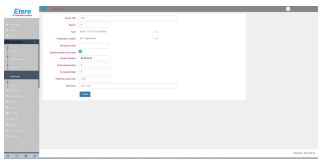
Airsales on Etereweb has a new interface with responsive technology that can be previewed on tablet and mobile devices. The new interface features an integrated contract that retains all the statuses of the current proposal including a merger of the order and proposal.

Etere logo

Assets Assignment



Airsales Price List Grid



New Series

Etereweb Airsales is Mobile and Tablet Compatible
Etereweb for Airsales is launched with a highly responsive technology that can be previewed on tablet and mobile devices, adding a whole new level of agility to the Etere experience.

Real-time Preview Video in MAM
The upgrade features a powerful streaming engine that allows users to preview the video stored in Etere MAM through Airsales from a single login.

Integrated Interface
The new Etereweb Airsales migrates features of the desktop version to the web for a more streamlined and mobile experience. It features an integrated contract that retains all the statuses of the current proposal including a merger of the fields present in the order and proposal. It allows users to manage web orders and pre-orders with the import of data from Etere's centralized database.

Key Features
Etere Airsales is an integrated solution for the management of all aspects of broadcast traffic, accounting and sales management. It provides all the tools needed to optimize advertising revenue and profitability, including pre-sales and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, Account Executive and agencies commissions.

- New streaming engine to preview the video in Etere Media Asset Management (MAM) through Airsales
- Compatible for tablets and mobile devices
- Merger of the fields present in the Order and Proposal forms
- Real-time updates from a single login
- Payment tracking of daily, weekly and monthly reports
- Export to external accounting systems
- Real-time monitoring of commercial crowding and proxies
- Real-time access to all data from any location with an internet connection
- Scheduling on alternative schedules and multiple networks
- Agencies and Account Executive commission management
- Edit directly on the grid for a multi-day, multi-channel editing with an easy to use interface

Etere Airsales is part of the **Etere Media Enterprise Resource Planning (MERP)** framework of modular software solutions that is designed to empower media and broadcast companies to manage departments across the entire network and streamline both internal and external information in a cost-effective and efficient manner. Etere solutions are highly scalable and flexible to cater to a diverse range of needs. As a market leader with over three decades of experience, Etere is committed to providing the professional expertise and service excellence you need to achieve the high performance that you want for your company.

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9/5/2018 Technology

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. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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