

Etere at Africast 2018

Etere will be exhibiting at Africast 2018 to be held at the Sheraton Abuja Hotel and Towers in Nigeria (Booth: 40 & 45), from 23rd to 25th October 2018. To book an appointment, please send us an email at info@etere.com



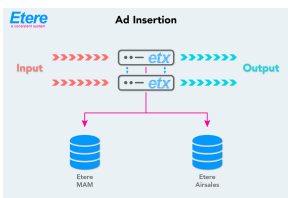
Africast 2018



Etere logo



ETX Logo



Insert Ads Quickly

Etere at Africast 2018

Date: 23rd-25th October 2018| Tue - Thur
Venue: Sheraton Abuja Hotel and Towers, Nigeria
Booth: 40 & 45

Etere will be participating in Africast 2018. Schedule an appointment with the Etere team to have a first-hand look at Etere solutions. To schedule an appointment, please send us an email at: info@etere.com

Etere is pleased to announce its participation in Africast 2018 which will be held at the Sheraton Abuja Hotel and Towers in Nigeria, Africa. Etere marks its second participation in Africast this year. Africast is organized by the National Broadcasting Commission in Nigeria and it serves as a platform for the presentation of the latest technologies and services for the media market in Africa and beyond. The event, which was launched in 1996 is an established platform to bring together media professionals, academics and policy makers from all around the world.

Etere MERP is a revolutionary concept that connects, manages and tracks all workflows in a system with a centralized control and common database. Etere software solutions include **Media Asset Management (MAM), Airsales, Ad Insertion, Playlist Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management.** Etere software is capable of managing the end-to-end workflow of any media or broadcasting company.

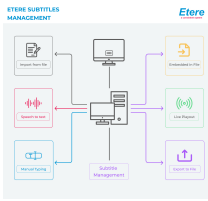
Visitors to the booth can look forward to live demonstrations of Etere software, including the integration of information across all departments and the advantages that **Etere Media Enterprise Resource Planning (MERP)** can bring to any media workflows.

- Customizable, streamlined and tapeless workflows
- Tightly integrated billing and accounting features
- Real-time interaction and updates between different systems
- Provides reporting capabilities for the optimization of operations
- Increase cost-savings with a more streamlined and efficient workflow
- Multi-format and multi-platforms
- Integrative billing and accounting
- Completely scalable and integrative
- Work better and faster
- Lower your operating costs

Join us at Africast for live demos of Etere latest innovations including:

■ **Etere ETX**, an advanced channel-in-a-box software that now supports **HTML5 plugins**. The upgrade enables a faster performance, support for multiple files and additional presentation options such as WebGL graphic overlays and multimedia support for audio and video. Etere ETX provides 4K ingest and playout, Digital Video Broadcasting (DVB) streams as well as full IP in and out capabilities.

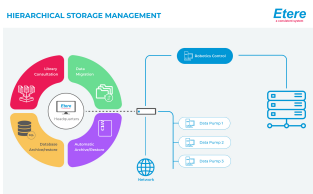
■ **Etere Ad Insertion** is a complete software for the insertion of all types of advertisements including **targeted and dynamic ads**. Etere delivers a fully integrative solution that is able to manage the insertion of filling events on demand, scrolling text, logo and CG insertions. With the latest upgrade, Etere Ad insertion



Subtitling with Closed Captions

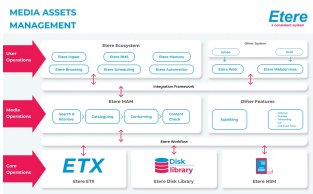
supports **SCTE-104 and SCTE-35** broadcasting standards that allow users to manage pre-roll triggers for scheduled insertions as well as send graphics, logos, tickers without changing the broadcasting infrastructure.

■ **Etere Subtitling and Closed Caption Software** is a powerful digital platform for the complete subtitling process including creation, management, burning, playout and conversion of subtitles for production, post-production and live shows. Etere supports **live captions, open captions and closed captions** such as **ARIB, Digital Video Broadcasting (DVB), CEA 608 and CEA 708**. Etere also supports re-speaking using Microsoft, Dragon technology and Google Speech-to-Text technology for up to 120 languages and variants.



HSM Diagram

■ **Etere HSM** is a highly robust and reliable software that manages all archives in a single integrated environment. With the latest **LTO8** support, users are equipped with double storage capacity with a 20% increase in performance over its predecessor. It provides the flexibility to select, mix and match a wide range of archive solutions. It also supports metadata integration when archiving a clip in the tape library. With its centralized console, users can manage a multi-library environment effectively and efficiently.



Media Asset Management diagram

■ **Etere MAM** manages the digital assets and the complete workflow of any media company including ingest, index, storage and retrieval of digital assets. With Etere MAM, the content management process is streamlined with advanced workflow orchestration that simplifies complex tasks. Etere MAM supports **FFV1 format**, a lossless video codec that features compression ratios that are comparable to JPEG 200 lossless and its lower computing requirements, making it suitable for archiving. **Etereweb** interface for Etere MAM features more advanced controls and greater workflow management.

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

See you in Nigeria at Africast 2018!

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.

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About Africast

Africast was started in 1996 by the National Broadcasting Commission, the broadcast regulator in Nigeria. The event represents a gateway to Africa's Broadcast Market and a showcase of the latest products and services for the market in Africa and beyond. It also serves as a conference platform for industry players, professionals, academics and policy makers to discuss broadcast issues.

