

Etere returns to the CABSAT MENA 2012

Etere will be exhibiting a set of all its solutions making a special focus on Etere MERP. The show will be held on 28 Feb-01 Mar. at the Dubai International Convention and Exhibition (Booth S2-C2)



Etere logo



CABSAT

The starring product will be Etere MERP (Media Enterprise Resources Planning): the newest way to really modify the entire management structure of all media/IT industry companies, providing them with a total system able to grow along with your company. Etere is the only M.E.R.P. solution available today, it has a single framework to manage all business and the metadata are real-time updated. Etere is able to make your workflow "smooth and intelligent" since it's the most effective solution to perform each one of your business processes under a 100% software framework, thus permitting you to get all the advantages derived from the use of MERP technologies such as the integration of myriad processes for saving time and expenses on all businesses operations.

In addition, there will take place other product demonstrations for showcasing all areas of the broadcast workflow - including Automation, Air Sales, News Automation & Media Integration, Archiving, Indexing, Scheduling, Programs Management, Web Integration, Video Logging and Tapeless Reception -, through them, Etere will illustrate the new and innovative ways offered to broadcasters to support the creativity of their teams and meet any vital business need.

"Creativity in broadcasting is borne by solid and innovative technology," said Emanuele Porfiri, Etere's Middle East Sales Manager. "Etere is the only company worldwide able to offer a truly MERP solution for broadcasting. We can provide, through our innovative solution, a comprehensive workflow available today for all the tomorrow's standards maintaining a big advantage over competitors: Etere uses one framework and one database for all business together with an increase the productivity in a better workplace".

Visit us at the Etere's booth (S2-C2) for information about products and solutions designed for broadcasting professionals. We will also offer a custom special demo on hot products and solution topics.