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# Etere Upgrades Etere Plugin for Adobe Premiere Pro

## The Etere Plugin receives a new update to streamline the workflow process of users of Etere MAM system and Adobe Premiere Pro. Visit Etere at IBC 2019 to know more about our solutions and ecosystem workflow.

Write in to us at info@etere.com !

write in info

Back in 2017, Etere had introduced its **Etere Plugin** that integrates **Adobe® Premiere® Pro**, a leader in video editing, with Etere modules, such as the **Media Asset Management (MAM)** system and **Nunzio**. The Etere Plugin allows for the smooth integration of files across platforms and software, thus allowing for a simpler and quicker way to create content.

Now at **IBC 2019**, Etere will be introducing its latest update to the system, professionally referred to as Update 29. Etere has improved the search function in the Media Library to include more features, allowing for narrow searches and improving user functionality. The newly added 'code' and 'title' search filters can be seen in Adobe's integration interface. This feature allows users to locate, import and preview specific files that are stored in the MAM database.

This update is provided to all users of the **Etere Plugin**, free of charge. Etere strives to provide the best in user experience and hopes this new update will be able to streamline the workflow for Adobe Premiere Pro users.

For more information, write in to us.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and 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. For more information, visit our website www.etere.com.

Adobe at IBC

Adobe Creative Cloud brings efficiency and speed at every step of the post-production workflow. From native file support and quicker rendering, a rich project format for designing workflows, professional audio mixing, motion graphics templates, and Adobe Sensei innovation, Adobe's integrated video editing tools help professionals turn footage into great storytelling. Adobe works with over 300 technology partners providing a rich and flexible production ecosystem for broadcast production. Stop by Adobe stand (Hall 7-7.B35) to see Adobe Premiere Pro, After Effects and Adobe Audition in action and hear how top customers get to the finish line faster with Adobe Creative Cloud.

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