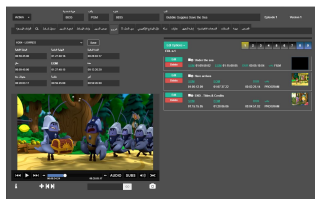


Etere Expands Flexibility with the Release of Arabic GUI

Released as part of a global initiative, Etere is now available in Arabic GUI for an enhanced experience for users from all around the world. The new GUI is available on both the Etere Web and desktop application.



Etere Web Multiplatform



Etere Web Arabic



MAM Arabic GUI

As part of software GUI enhancement initiatives that are progressively released this year, Etere GUI is now available in Arabic language to support users from all around the world. All users on a valid support contract can access this language selection from the profile preference tab. Etere's investment in research and development continues to spearhead digital innovations for the future and to help users achieve competitive advantages. Besides English and Arabic, Etere GUI is also available in French and Russian GUI, with more languages being rolled-out progressively.

When Staying Connected is Key to Success

Etere can be accessed from any location in the world from the device of your choice. The mobile-optimized interface and smart automation technologies allow companies to stay connected across distributed teams, an increasingly important advantage as remote working becomes more apparent in today's business environments. With the innovative Etere Ecosystem framework and centralized database, Etere users are able to view the statuses of workflows, assign tasks, send approvals and book appointments in real-time. Etere provides an all-in-one framework for the complete management of the broadcast production process. It enables the allocation of technical and human resources to the various operations in the broadcasting workflow, giving you complete flexibility to optimize resources.

On-Demand Reports

Get the visibility you need, wherever you are. Etere features more than 200 customizable reports over more than 10 categories, providing real-time system and operational insights to help companies to develop data-backed strategies and achieve business goals. Reports can be downloaded on-demand and shared across all production units easily.

Smart Automation Tools Get More Done for Less

Etere users leverage smart automation tools to get more done with fewer manual interventions. Etere T-Workflow orchestrates tasks and executes system commands across the entire media lifecycle. Users are also able to customize workflows easily with the integrated graphical tool, leading to fewer manual tasks and better flow across all stages of the broadcasting process.

For more info on how you can leverage Etere Ecosystem to enhance your media management strategy, chat with us at info@etere.com to find out more.