

Etere at BroadcastAsia 2012

Etere's participation at BroadcastAsia - Booth 4G3-09 - will be focused on Etere MERP. Etere has announced today that Fabio Gattari will be delivering a speech at the Conference on Tuesday 19th June at 4.00pm, providing a focus on ERP Applied to Media, there will be explained how workflows can be integrated and how operational workflows can be simplified



Etere at BCA



Fabio Gattari

Etere will take part of the BroadcastAsia 2012 Exhibition (booth 4G3-09 Italian Pavilion) to showcase its entire product range, presenting complete workflows for TV broadcasters and media companies with a focus on Etere M.E.R.P.: Media Enterprise Resource Planning.

Etere MERP uses a global framework to manage all your business and keep metadata updated in real-time, turning your workflow "smooth and intelligent" since it's the most effective solution to perform each one of your business processes.

Etere MERP goes beyond the traditional broadcast concepts of MAM, IT Based Playout and Archive by including also Resources Planning and Management, Project Control and NLE Integration in the same product, all this, under a 100% single software framework. Etere software uses a single database with a single information copy; moreover, the workflow-based approach will allow you to achieve a fully customized design of your system with edge performances.

Etere MERP saves money and gives you a faster system, ready to win against competition. ETERE provides all the modules required to manage your end-to-end workflow, bringing you total control over the management of digital assets across ingestion, annotation, cataloguing, storage, retrieval, distribution and more.

During the Conference, Mr. Fabio Gattari will deliver an overview of the changes currently affecting the broadcast industry and its entire workflow as well as the future landing of this process. In recent years, powerful digital technology and related high-speed information technologies are influencing the whole workflow of television program production, and re-inventing the traditional philosophy of production management and the workflow itself.

We are pleased to invite you at this important technical session to take place on Tuesday, June 19th at 4.00pm.

Visit us at the Etere's booth (4G3-09 Italian Pavilion) for information about products and solutions designed for broadcasting professionals, our Sales Team who will be glad to offer you a special custom demo on hot products and solution topics.

In order to arrange a meeting at this event, please send an email to the following address: marketing@etere.eu

Etere is a consistent system!