

## IBC 2012 Show has ended what about Etere

### Etere back home from Amsterdam after a busy IBC 2012



Etere team at IBC



IBC 2012



Fabio Gattari - Etere  
President

Etere's participation has successfully concluded after 5-day event on 7/11 September.

Etere M.E.R.P. has been the key of the show, the unique ERP approach for MAM systems has captured all broadcasters attention.

Tons of positive comments on the approach demonstrates that the innovative path started by Etere is actually what is needed in the market. The new resources management was what everyone dreams for managing their companies, and thanks to Etere... that dream is finally a reality!

Etere Resources Management is the comprehensive platform software that manages all media assets, technical/human resources, financial information and facilities.

The new Strategic Editor for both Air Sales and BMS was the second focused star, it's 100 times faster and 100 times more flexible, thus putting a new milestone in the scheduling creation.

EtereWeb new look and feel received a very positive feedback, it has passed a while for Etere showing a GUI that is one of the more advanced and easy to use interfaces in the broadcast market.

MTX is the other key factor, easy to use, broadcast friendly and totally integrated, it's actually the only IT-Based playout solution that is able to control all the legacy devices at the same time.

Fabio Gattari, Etere President, was very satisfied and commented after the show: "The event was fruitful for our company it's a great motivation for us to keep going ahead". The attendees have understood that we are the only company worldwide able to offer one framework and one database for all business together with an increase the productivity in a better workplace" he added.

"Etere is constantly working to develop the best solutions for customers, and the IBC attendees have got our company's philosophy. We are working hard and at NAB we will go even further in the same direction with new interesting innovations. It was great to meet up with our long-time customers and partners and discuss the changing marketplace and future collaboration. Best safety, cutting management costs and easy of use are our big goals!"

The positive response received by Etere at IBC 2012 certainly promises the doors opening to new exciting opportunities.

Etere, a consistent system!