5/10/2005 Press

Etere Wins in UK the Most Difficult Market of Europe

PBDS selected Etere for its ability to provide multichannel control while requiring minimum staff to operate the system.

Etere solution

PBDS

The system of PBDS

Professional & Broadcast Digital Systems (ETERE's distributor in UK & Russia) design and install a multi-channel broadcast system for Golden Management Services. The installation initially provides for 10 highly automated channels. These are fed on dedicated lines to DTH Satellite providers.

PBDS selected ETERE for its ability to provide multichannel control while requiring minimum staff to operate the system. The automation system controls Miranda Imagestores and Omneon video servers together with other ancillary equipment.

Together with the expansion possibilities of the ETERE system including the ability to add the control of archive libraries (both disk and tape based) made the choice of ETERE easy.

ETERE manages the whole scheduling and the commercials playout. All this can be done thanks to ETERE Traffic. It can manage all the networks at once with synchronized planning or not, moreover, it checks the agents selling fee, creates preventive and final scheduling.

Fabio Gattari - Etere President – said:
"I think that this is the most advanced transmission system account thirds party, in Europe, with multiple functions for the broadcasters. The system has been designed to be simple to use and very user-friendly.
We are very proud that an Italian company has been chosen in the most difficult market of Europe for this big advanced playout system."

Other than basic automation, ETERE has provided Golden Management Services with a lot of additional features like:
- Transcoding: to create the low-res copy of the video. The low res can be streamed through a network using the Windows streaming facilities.
- Memory for Tape on air recording: to record 90 days on the system and also give you the alarm of the video becomes back for more than some seconds.
- Traffic: with the unique integration between automation and traffic of Etere system
- Billing
- Web: to allow the third party to control the status of transmission.
- SNMP: unified control interface
- Barcoding and videotape archive system

John Reid – Commercial Director of PBDS– said:
"PBDS selected ETERE for its ability to provide multichannel control while requiring minimum staff to operate the system. Together with the expansion possibilities of the ETERE system including the ability to add the control of archive libraries (both disk and tape based) made the choice of ETERE easy.
The simple systems for clients to manage their channels was an added benefit. The transmission schedules can be also can be controlled remotely. Users are able to edit transmission schedules with the minimum of interference to the transmission operation while still remaining in their own offices."

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