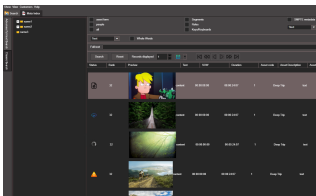# Etere Launches Web Application for the Fast Insertion of Metadata
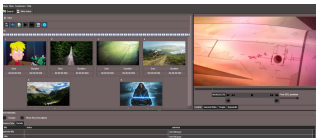
Etere launched a new HTML 5 web application to preview, access, edit, arrange, and insert rich metadata.

Etere logo

Web Metadata GUI

Web Metadata

Etere Web Multiplatform

With the new web application, Etere users can add rich metadata to media assets from any web browser. It opens a new level of content management to rediscover new revenue opportunities and boost productivity. The new feature is a part of Etere Media Asset Management (MAM). Etere MAM is an end-to-end software that orchestrates workflows and fully optimizes the value of your assets through centralized management of media content and associated metadata.

Throughout the multimedia production and distribution chain, rich metadata enriches the content and allows broadcasters to increase the value of their media assets. With extensive media libraries of media assets containing descriptive and personalized data, assets can be easily retrieved, repurposed, and interconnected based on a set of relevant relationships with one another.

Assets can contain descriptive and technical data, including asset titles, artists, asset types, duration, file formats, etc. The possibilities are limitless with Etere; you can even personalize your metadata to fit your workflow. Furthermore, you can preview your media assets from the same interface for a seamless operation. The user-friendly interface can be accessed from any web browser, enhancing collaboration and remote working from any location.

Etere empowers media professionals with the most versatile software tools for efficient content management and easy management of your media library.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com