

## Etere at NATEXPO 2012 in Moscow

Etere confirms its presence at the most important broadcasting event in Russia. Come and visit us at our Russian distributor stand (SVGA, A52) on 6-8 November



NAT Expo in Moscow

NATEXPO is the annual, international exhibition and conference focused on technologies, professional equipment and services for the Television, Radio and New Media Broadcasting and cinema production. Etere will be hosted by SVGA in booth A52, SVGA (System Video Graphics Alliance), is a leading system integrator rich of solutions in digital television technologies as well as the authorized Etere distributor on the Russian market.

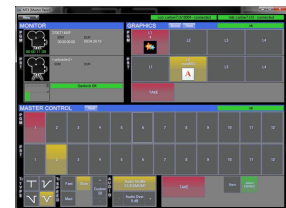
We invite you to explore our solutions during the show in SVGA booth, where you can meet our Sales Manager, Daniele Apolloni, who will be glad to show you the unique features of Etere MERP.

### Etere MERP

Etere MERP goes beyond the traditional broadcast concepts of Media Asset Management, IT-based Playout, Archive and Resources Management by including Scheduling, Project control and NLE integration in the same product; all this under a 100% single framework software since Etere uses a single database with a single information copy.

Moreover, the workflow-based approach implemented by Etere will allow companies to achieve a fully customized design of their system with edge performances.

Etere will show also Etere MTX: 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.



### Etere benefits

Etere provides all the modules required to manage your end-to-end workflow, bringing to you total control over the management of digital assets across ingestion, annotation, cataloguing, storage, retrieval, distribution and more. Etere help broadcasters to save money by giving them a faster system ready to win against competitors.

Key features:

- global framework to manage all your business
- keep metadata updated in real-time
- turn your workflow "smooth and intelligent"
- save money with a faster system
- leverage the best overall performance
- lower cost of ownership
- guaranteed results

