FOR IMMEDIATE RELEASE

ETERE AT NAT 2004

See us at PBDS Stand A31-1

Moscow, NAT Expo 2004 - ETERE will take part of the most important broadcast exhibition in the Russian market: **NAT Expo 2004** in PBDS stand.

PBDS is the local distributor of Etere and they do the system integration for the important installation of Center TV.

We would remember that ETERE has been chosen by the Moscow TV to manage the schedule and the On-air for 4 channels and the newsroom for 3 channels.
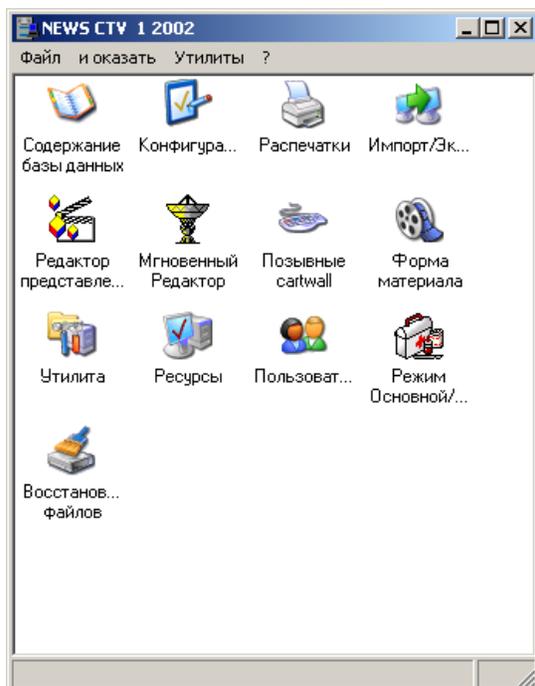
Since **15 years** ETERE provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions.

In the stand we will show all ETERE solutions but the most important is the possibility to **compile the schedule in Cyrillic.**
ETERE Automation developed a solution for the Russian market!

Etere Marketing Department

All scripts on all windows are written with the Cyrillic alphabet, not only program titles but also codes and descriptions, all the metadata to be used on the Etere search engine.

It improves the capabilities for the operator, and also reduce the learning time
This features is completely working in Center TV.
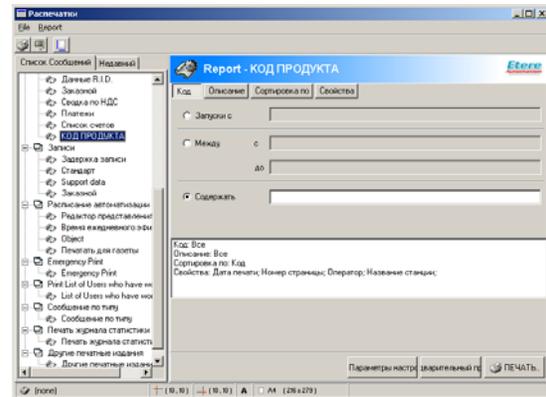
All those functions are combined with the unique structure of Etere automation and it's patented distributed technology structure.

Etere always offer a single interface to be used in all the TV offices, from standard transmission to news, automation and also media management and traffic.

For further information regarding ETERE solutions, visit our web-site: www.etere.com

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Etere Marketing Department