



Upgrade to Etere ■■■

## FOR IMMEDIATE RELEASE

### ETERE AT BROACASTASIA 2005 (Stand No: 1C2-11)



Since **15 years** ETERE Automation provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions.

Now, ETERE is very popular in the broadcast market. There are a lot of TV systems where is installed ETERE, not only for the playout, but also for the scheduling, traffic, media management, etc. ETERE innovative workflow allows you to increase productivity and quality while cutting costs.

ETERE has a huge vantage against competitors, it offers a complete solution that include all the aspect of a TV station, automation, scheduling, traffic and media management. ETERE will show to broadcasters an edge technology solution at a reasonable price, with more features than any other.

At BroadcastAsia 2005 (Stand No: 1C2-11), you can see all ETERE solutions with the important feature for the Asiatic market the possibility to compile the schedule in all 'Double Byte' languages. Only ETERE offers the opportunity to have automation software in any language you want.



In the booth we will show the newest ETERE solutions:

- **Sony XDCAM integration:** ETERE Automation controls the new Sony technology that allows the recording on optical disc (state-of-the-art blue-violet laser technology to achieve high data transfer rates and long recording times for practical day-to-day operations). With the **integrated browsing**, you can preview the recorded video and approve it in a complete tapeless workflow. Also you can simple cut editing for functions like censorship o commercial insertion. While preparing the schedule, you can view directly on your monitor the video you are handling. ETERE Browsing is able to do J&S, audio scrub and logo/ subtitle preview.



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- ***ETERE Recording implements the MXF file transfer*** of XDCAM and IMX from videosever and archive and back.
- The new interface of ***Etere MAM*** with the support of the all SMPTE metadata.

*Further information about ETERE solutions is available on the internet site: [www.etere.com](http://www.etere.com)*

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