



Upgrade to Etere ■ ■ ■

## FOR IMMEDIATE RELEASE

### ETERE AT IBC 2006



**ETERE** will show its *software broadcast solutions* at the *stand 289 - Hall 8*.

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

A shared framework to manage all the television business: automation, recording, archiving, scheduling, air-time sales, indexing and media asset management.

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. It will show to broadcasters an edge technology solution at a reasonable price, with more features than any other.

ETERE will show at IBC its famous ETERE Media Asset Management, Traffic and Automation.

ETERE Automation is practically the most powerful, the most scalar and the most liable automation system among all systems offered on market.

It controls all those devices which are normally used in any station: videoservers, audio/video routers, master control/mixer video, logo generators, titlers, cart machines for automatic caching, VTRs and all necessary things for your TV.

Its flexibility and modularity is adequate for stations of any size or type: national, regional, local, general, specialized, single or multi channel.

#### *The new ETERE's features are:*

- **ETERE MAM:** it's a software solution completely modular and flexible. MAM can index and manage a huge amount of video asset. Actually, the acronym MAM stands for Media Asset Management. Assets are tapes, video files or other formats usually described with a lot of metadata. Metadata were, in the past, written down piling up an impressive amount of data growing more and more. Nowadays, Networks easily manage digital Metadata thanks to the use of MAM.





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ETERE MAM: it's the end-to-end software to manage both digital media assets and their delivery on multiple platforms in real time. MAM, ingests, handles, exchanges, indexes digital contents in all possible ways, taking care of data transmission and storage at the same time.

- **ETERE HSM Enterprise:** it's a system designed for broadcast use, it's not a general purpose system adapted for the broadcast needs. ETERE HSM interfaces directly the ETERE MAM/Indexing system with the tape library offering an unbeatable performance and easy of use. It uses 2 level cache optimization and partial file retrieving.

- **ETERE Web Publishing:** Your archive system as Multiformat source. With it you can: define multiple encoding/transcoding profiles, link profiles to destinations, create groups in your archive the link uniform delivery profiles and create distribution lists.



- **ETERE Traffic 16: a complete redesign.** It manages many of the business processes in the sales/traffic and programming areas, delivering competitive advantage through reduced operational/costs and improve efficiencies. ETERE will show the new commercial, document and rights management. Moreover, it's completely integrated with browsing, web integration and the billing management.



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

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