

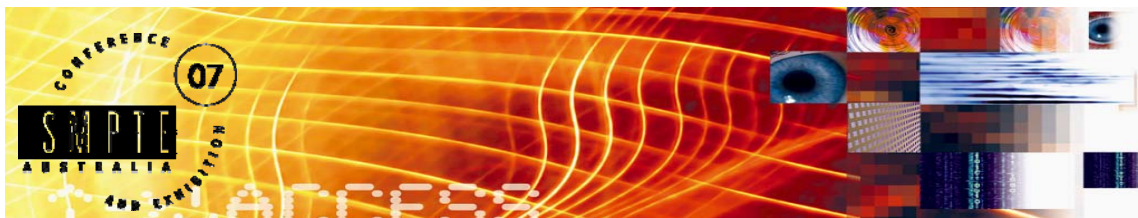


A consistent system

► Etere Press Release

10th July 2007

Etere at SMPTE 07



After the positive feedback two years ago at Smpte05, Etere will renew its presence at the most important broadcast exhibition in Australia and will show its competitive products in Sydney from 17th to 20th July 2007 at its Australian distributor Techtel's location:

BOOTH no. F14 – HALL 4



Since 1987 Etere is on the market of the broadcast system solutions and it has reached a high professional success in this sector becoming very popular in the broadcast market.

In all these years Etere has been installed in a lot of TV systems because of its advanced technology and high flexibility that are the main characteristics of Etere's end-to-end solutions and thanks to which it has gained its customers fidelity.

In the Australian market ETERE has recently provided TVSN with a complete broadcasting system that controls archive and playout.

Etere has always offered a complete solution that broadcasters have since long appreciated because it includes all the aspects of a TV station at a reasonable price but with many features. Etere system is highly competitive as it is designed to increase quality and productivity but to cut costs and it is only one software that runs on any computer network based on windows standards. Alone, it is able to manage the complete broadcasting of a TV station.

At SMPTE07 Etere will show its product with particular attention to the following features:



- **Xdcam Support:** Etere integrates with Sony's Xdcam and its archiving system enables content stored on Xdcam in order to make it immediately accessible to a multiplicity of users who can work on it avoiding waste of time while processing ingest and metadata entry.
- **Federate search** allows operators to access multiple data sources with a single query string located within a single interface. Mostly a Tv station accumulates an incredible amount of data and content of many different types and formats and has multiple MAM systems in order to manage, control and consequently have access to them. Some of these systems started only for local purposes as post production or news archive.

ETERE MAM allows to incorporate all the different MAM archives (non-linear audio/video, multi-format files, images, documents, text) with a single federate search adopting a unified approach to local and remote queries and making a large volume of data searchable without having to visit each database individually.

- **Etere HSM** is able to manage all those archive in a single integrated environment, where all the video is moved to be on time in the correct place, and with it a media cockpit can show all the needed info in a single screen. interfaces directly the Etere Automation and Etere MAM/Indexing system with the tape library, easy to use and offering an unbeatable performance.
- **Etere Media Manager** controls archive and videoservers, keeps the material constantly updated and manages the transfers from and to it. The indexing of the content of the archive is done using ETERE database.

Mr. Fabio Gattari, Asia Pacific Sales Manager, will participate as Presenter at the Smppte Conference 2007 on Thursday 19th July – Archive Section.

About Etere

Established in 1987, Etere is the leading Italian company providing worldwide software broadcasting solutions. It is the only company able to offer in one software all a TV station needs for its payout.

Etere fits your needs perfectly.



Etere at SMPTE07

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With our young team of engineers and technicians, we are focused on developing and improving the product and with twenty-four/seven x 365 support we can reach and help our clients for any need all around the world. With our selling network we are always near you...

For some the future is tomorrow, for Etere the future is today.

For more info pls visit www.etere.eu