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# ETERE WILL ATTEND AT BES EXPO 2006

**After the big success of the last year, ETERE will take part at BES Expo in New Delhi on 9-11th February 2006 (Taj Palace Hotel).**



**Tolentino, January 12th 2006** It's the most important broadcast exhibitions in India and this is the 12th edition. **ETERE** will show the software at the **stand D-2 in Durbar Hall.**
Since *16 years* **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.

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. **Etere** is the only company worldwide able to offer you a single solution in a single package in **all 'Double Byte' languages**.

**ETERE** will show its famous **ETERE Automation software.** It's 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,
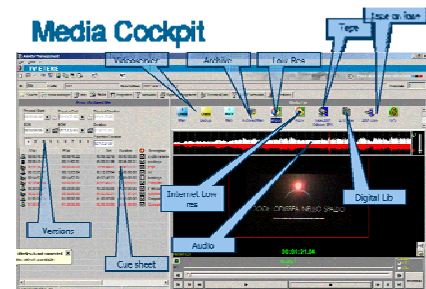
VTRs and all necessary things for your TV. Its flexibility and modularity is adequate for stations of any size or type: national, regional, local, general, specialized, single or multi channel.

The new ETERE's feature for the **BES Expo**, are:

**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** enhanced rights management.

## About Etere

Etere is a worldwide company and leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses.

With more than 19 years experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions.

Etere is the only company worldwide to offer you a solution in a single package for all your media needs. A common framework where there is a real-time sharing of all the data among several applications to manage all media business requirements: automation, recording, archiving, scheduling, traffic, air-time sales, indexing and media asset management.

Its easy-to-use workflow is able to coordinate all the areas with an unbeatable performance.
Etere is a 100% software solution working on standard IT hardware.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sale support service on the market with engineers ready to give professional assistance. The service includes voice, mail, Vpn and VoiP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

A reliable software that gives you a consistent system.

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For more info, please visit www.etere.eu or e-mail info@etere.eu

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