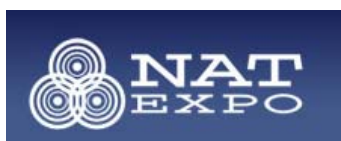




A consistent system

▶ FOR IMMEDIATE RELEASE

ETERE AT



2008

**A solution in a single package to fulfil all your media needs**

**Tolentino, 20 November 2008** Etere will show its software solutions for the broadcasting market at NAT EXPO 2008 from 18-21 November. We invite you to visit us at **Hall 2 Booth B44**.

The exhibition is a very important event to understand where the market is going and what the market needs. From this aspect, NAT EXPO plays a good role in enabling new business strategies in the Indian market for our company.

The fair is also an important occasion to present the following new functions:

In Etere **HSM**, the Etere auto archive function automatically stores the selected video used for transmission in an XDCAM disk.

With Etere **MAM** and XDCAM digital structure, files can be stored, accurately catalogued and fully accessed.

Etere **MEMORY** has a new feature: the bookmark. With this function it is possible to point at an image in a file and catalogue it (adding timing and comments) so that it can be found the next time you search with the inserted information.

Etere **MAM** includes federate search. Federate search allows the operator to access multiple data sources with a single query string located within a single interface.

With Etere **Automation** one is able to manage an easy and inexpensive subtitling.

Etere inserts a to-do list management in **Traffic & BMS**. The Etere to-do list informs you when the scheduling is going to expire or when a new program or TV series is going to begin. It therefore reduces a high margin of error in planning a schedule.

Etere **MAM** has a new function: the virtual asset. The purpose of this function is mainly to create credits and title replacement for movies, or to resegment TV series or soap operas to create a different episode length, as well as many others.



### 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](http://www.etere.eu) or e-mail [info@etere.eu](mailto:info@etere.eu)