



A consistent system

▶ FOR IMMEDIATE RELEASE

ETERE WAS AT



2008

Tolentino, 08 January 2009. Keen to discover what new trends and developments are taking place in the Russian media and communications market, Etere participated for the third year running at the hugely successful NATEXPO 2008.

The conference and congress which took place from the 18-21 November provided the perfect gateway to understanding the markets' needs and laid the foundation for new business strategies.

Etere's main focus at the conference was to showcase its consistent and fully comprehensive software solutions including introducing the following functions:

- **HSM:** the Etere auto archive function that automatically stores the selected video used for transmission onto an XDCAM disk.
- Etere **MAM:** with the XDCAM digital structure that allows file to be more accurately stored and catalogued and for efficient, speedier retrieval. **MAM** also now includes a federate search that allows multiple data sources access with a single query string located within a single interface.
- Etere **MEMORY:** the bookmark. This function allows you to point to an image in a file and to catalogue it (adding timecode details and comments) further facilitating search & retrieval.
- Etere **Traffic & BMS:** to do list management reducing the margin of error and greatly increasing schedule planning efficiency.
- Etere **Asset Management:** the virtual asset. The purpose of this function is mainly to allow you to create credits and title replacements for movies or to resegment TV series to vary episode length.

The positive response received by Etere at NATEXPO 2008 promises to open the door to new and exciting opportunities.



About Etere

Etere is an international 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 of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions.

Etere is the only company worldwide that can offer you a solution to all your media needs in one single package. It is a 100% software solution that works on standard IT hardware.

A common framework where there is 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 these areas with an unbeatable performance.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, Vpn and VoiP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

Etere: reliable software for a consistent system.

###

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