



A consistent system

▶ Etere Press Release

13 August 2007

Etere at IBC 2007



Once again Etere will attend the main broadcast exhibition next month in Amsterdam, from 7th to 11th September, and is willing to show its improved software products at:

BOOTH no. 289 – HALL 8

In more than 18 years Etere has provided a lot of customers with its end-to-end solutions due to advanced technology and high flexibility that are Etere's main characteristics.

In all these years ETERE's worldwide diffusion has proved the utmost reliability and high level performance of its products such as many of the most important customers nowadays require from a broadcasting system.

Operators of both national and international market have appreciated the multiple functions Etere can afford them notwithstanding its easy use and its contained cost.

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

Etere is the only company worldwide able to offer you a single solution in a single package.

At **IBC 2007** Etere's staff will be ready to show all the software facilities and particularly the following new features:

- **Etere MAM:** the end-to-end software to manage both digital media assets and their delivery on multiple platforms in real time. MAM ingests, handles, exchanges and indexes digital contents in every possible way, taking care of data transmission and storage at the same time.



- **Etere HSM Enterprise:** interfaces directly the Etere Automation and Etere MAM/Indexing system with the tape library, easy to use and offering an unbeatable performance.
- **Etere Web Publishing:** your archive system as a Multiformat source. With it you can: define multiple encoding/transcoding profiles, link profiles to destinations, create groups in your archive, link uniform delivery profiles and create distribution lists.
- **Etere BMS 17:** a complete redesign. It manages all the programs and promo schedulings with reduced operational costs and improved efficiency. It includes a new rights management which is completely integrated with browsing, web and automation.

Representatives attending the exhibition:

Marco Taddei : EMEA Sales Manager

Fabio Gattari : Asia Pacific Sales Manager

Emanuele Porfiri : North & South America Sales Manager

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 playout.

Etere a consistent system.

With our 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 more info visit www.etere.eu