

**A consistent system**



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## **ETERE WILL BE PRESENT AT MEBS 2009**

**ETERE demonstrates its comprehensive offer for broadcasting organizations including Newsrooms, focusing its exhibition on integrated MAM solutions, and a new Matrox driver**



**Tolentino (Italy), 16<sup>th</sup> November 2009:** Etere announces its participation in the Middle East Broadcast Solutions (MEBS) 2009 exhibition, to take place from 17-19<sup>th</sup> November at the Abu Dhabi National Exhibition Centre

(ADNEC). ETERE will be hosted by TRANSTEL Communications; an Etere's partner specialized in the design, development and implementation of quality professional news management applications.

MEBS is a highly targeted B2B exhibition, which has been developed to attract high spending individuals from across the entire Middle East & North of Africa (MENA) region, presenting an unrivalled opportunity to be in touch with the latest broadcast technology alongside TV content, creation and distribution solutions.

Etere will exhibit on this occasion its versatile and comprehensive **Media Asset Management** system, with a focus on its integration with the various TRANSTEL applications, and how they form a suite of modules designed to carry out the entire **Newsroom Management** including acquisition, categorization, archiving, and distribution under a workflow-based approach.

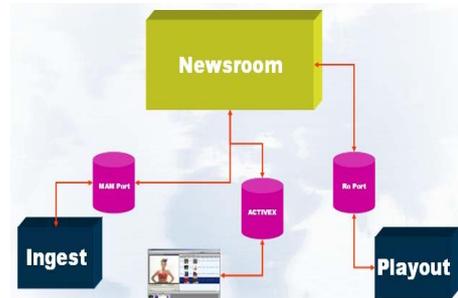
**Etere MAM** is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage, archive and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

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Etere Press Release



Nowadays, where speed is the more important factor, Newsrooms are not exempt of this fact, so they need to extend a tapeless system along the entire station, without using physical tapes, and allowing digital receipt documents to be attached to files, forming in this way a **Paperless** system, where metadata, authorization and signatures run in an electronic highway. Etere turns this



process into an easy task, since today companies' organization is mainly paperless, Etere integrates all existing information and procedures under a distributed digital system which allows to extend this model on the rich media market like any other solution ever did it before.

**Etere MTX** will be another of the Etere's exhibition attractions; it is an innovative solution that combines Etere's potential with the ultimate Matrox graphics technology, directly and without using third-parties. Etere MTX is a high-performance and cost-effective digital video server that allows to directly capturing in both high and standard definition formats over analogue inputs (parallel multiformat ingestions), including support of all compression schemas and wrappers such as MPG2, DV, DVC-Pro, AVI, MXF and QT. Additionally, Etere MTX includes a graphics engine which allows overlaying fixed Logos and Crawls.

## 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 20 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.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

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.

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For any further info, please visit [www.etere.eu](http://www.etere.eu) or send an e-mail to [info@etere.eu](mailto:info@etere.eu)