Etere at Mediatech South Africa 2013

Etere will be exhibiting its MERP solutions at the Mediatech South Africa 2013 exhibition at the Coca-Cola Dome at Northgate, Johannesburg, South Africa, booth F40.

mediatech logo

Etere logo

Mediatech Africa, the continent's largest media and entertainment technology trade exhibition, will take place from 17 - 19 July 2013 at the Coca-Cola Dome at Northgate, Johannesburg, South Africa.

Etere will launch the last newsroom MAM integration: Nunzio. Etere Nunzio manages all story lifecycle, from the initial idea through to the broadcast. It helps the journalists with all the features they need to create and finish their jobs, its features are:
■ easy to use, intuitive, speed, stable and fully customizable;
■ strictly integrated with Etere MAM;
■ flexible workflow;
■ sophisticated rights management;
■ powerful search and communication tools.

Etere is the leading provider of a fully integrated range of enterprise-level software modules, as: Media Asset Management, Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Integration.

Etere MERP unique approach allows to build a flexible, scalable and customizable system capable of carrying out the entire media life cycle from production to ingest and playout, from archiving to content delivery in multiple formats for multiple purposes, under a fully tapeless/paperless and workflow-based digital environment.

Many Tv networks have choosen the Etere's MERP based solution, granting these important benefits:
■ a flexible and powerful platform for a better and efficient management of the company's resources;
■ a global workflow driven framework to manage all the business;
■ metadata updated and shared in real-time. With Etere MERP your workflow becomes really 'smooth and intelligent', like an orchestra maestro which merges the sound of each instrument in a wonderful music!

Don't miss the opportunity to experience the tomorrow's shape of broadcasting management, visiting us at our booth F40, where you can meet the Sales Manager, Mr. Daniele Apolloni, who will be glad to show you the unique features of Etere.

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.