

## Etere at SMPTE Australia 2013

The event will take place at Sydney Exhibition Centre, from 23rd to 26th July 2013. Find out the last Etere features at Techtel booth G35. Fabio Gattari will be speaker at the conference section showing the MERP evolution in broadcast.



SMPTE



Etere booth at SMPTE  
2013

ETERE will renew its presence at the premier event for the motion imaging and television engineering industries in the Australian region, the SMPTE show. During the exhibition, we will be pleased to show our features that led us to the main position among the most popular and cost effective solution in the broadcast marketplace.

Etere will show for the first time in Australia the capability of MERP for OTT. OTT is the new frontier for content providers, and require a flexible integration between media management, sales and delivery.

Etere OTT module is able to join traditional broadcast archive and new media delivery in an integrated MERP concept.

Etere upgrades the broadcast productivity, developing 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 workflows build a flexible, scalable and customizable system capable of carrying out the entire media life cycle from production to delivery, from archiving to content delivery in multiple formats for multiple purposes, under a fully tapeless/paperless and workflow-based digital environment.

The unique Etere MERP approach is the key feature of the Etere system that is able to generate:

- 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!

Come and visit booth G35 to experience Etere system. In order to arrange a meeting at this event, please send an email to the following address: [marketing@etere.eu](mailto:marketing@etere.eu)

Etere a consistent system!