

## ETERE AT NATEXPO 2013

ETERE will be presenting its latest advancements in broadcast software solutions developed by ETERE for broadcasters and media companies at NATEXPO 2013, the international exhibition and conference focused on technologies, professional equipment, from 19-21 November 2013 at booth C26.



Logo of NAT Expo

ETERE is really excited to show to the Russian market Etere M.E.R.P. -Enterprise Resources Planning applied to Media/IT companies- that enables to connect all the activities of a multimedia company and integrates internal and external management information across an entire organization thanks to the use of 'smooth and intelligent' workflows, thus becoming into the most effective way to perform each business processes while providing a big advantage: the integration of all myriad processes with consequent saving of time and expenses.

Etere will show for the first time in Russia 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.

Visit us at NAT Expo 2013, Pavillion 2 - Hall #8 - Booth C-62, and see for yourself the power of ETERE solutions and receive a demo on:

- ETERE MAM, the simplest process of content management that provides four key components: a multimedia database, back-office-automation and media manipulation processes, a workflow engine, and integration tools.,unifying disparate systems to create a harmonized ecosystem that supports multiple workflows with fluid exchanges of media and metadata
- ETERE NUNZIO, a single unified system with full NCRS capabilities, integration for video editing, fast editing with voice-overs and virtual stories can be played without conforming.

ETERE is a leading developer of multimedia software solutions for the broadcast industry, designed to streamline media production workflows, to increase output, and to improve content sharing so that content providers can better optimize and monetize their valuable media assets. ETERE provides to the media station the tools of tomorrow to have a complete and accurate control on the full company lifecycle.

ETERE a consistent system!