

## LaEFFE goes to air with an Etere solution

LaEFFE has chosen ETERE to manage its channel and bring to air its quality programming



Laeffe



Laeffe



LaEFFE Company Logo



HSM tape library



MERP

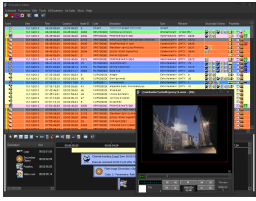
ETERE today announced that a modular enterprise-class solution has been implemented for LaEFFE ([www.laeffe.tv](http://www.laeffe.tv)), establishing a fully tapeless environment to automate the management and broadcast of programs while increasing the content sharing capabilities of the facility.

LaEFFE is airing since May 2013 on digital terrestrial (channel 50) supported by ETERE in partnership with television production and broadcast service provider, 3ZERO2. An Etere MERP approach has been deployed to provide a comprehensive system able to manage all activities from ingest to playout, content indexing and metadata insertion to scheduling, archiving to delivery.

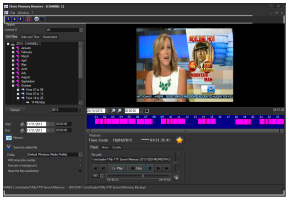
The flexibility, scalability and cost benefits expected by LaEFFE have been assured thanks to the use of latest workflow-based technology for the creation, execution, monitoring and control of all required content management and archiving operations including:

- &nbsp;■ Entire digital ingest of media content
- &nbsp;■ Integrated and highly effective QC workflows
- &nbsp;■ Content indexing and metadata insertion
- &nbsp;■ Scheduling and preview of primary and secondary events
- &nbsp;■ Fully redundant automation
- &nbsp;■ Automatic generation of proxy files for browsing
- &nbsp;■ Nearline and deep archive storage for digitized content
- &nbsp;■ Highly effective integration of post-production systems
- &nbsp;■ Multi-user web interface for a complete content control
- &nbsp;■ Web portal for the tapeless reception of file-based content
- &nbsp;■ Remote creation of airing schedules

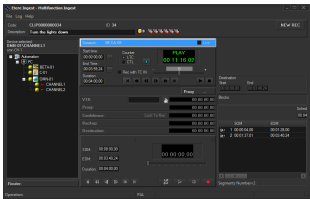
14/11/2013 Press



Executive Editor screen  
GUI



Etere Memory GUI



Ingest Interface

## KEY BENEFITS

- Fully integrated environment to manage all departments operations
- Highly customized and automated workflows
- Overall efficiency, resources optimization and operating cost reduction
- Satisfied content management and security needs
- Lower number of movements for the management of tapes
- Reduction of information losses and format re-conversions
- Hierarchical storage management for online, nearline and offline content

