

## ETERE AT SET EXPO 2014

Etere will be present at the 2014 edition of "SET EXPO 2014", the most important broadcasting event in Latin America held from 24th to 27th August at Expo Center Norte - Pavilhao Azul, Sao Paulo – Brazil.



SET 2014

Etere, the first proposer of MERP approach, will showcase all the future and innovative solution for the broadcast industry at next SET EXPO 2014 in Brasil.

Come visit us and find out why so many television stations around the world are choosing Etere, discover the key benefits of a flexible, scalable, fully tapeless/paperless and workflow-based system able to bring you full control over all your business operations, from production to delivery, from archiving to multi-format content delivery.

Etere will showcase its wide range of enterprise-class software solutions that includes Media Asset Management, Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Delivery, being the latter one the perfect union between a traditional media archive and the future media delivery within a MERP integration.

Etere MERP (Media Enterprise Resources Planning) is more than a key concept, it's an essential step to develop and reinforce your company with a flexible, powerful and more efficient resource management, an end-to-end workflow framework for a complete business management and a shared information repository for real-time metadata integration.

Join us at SET EXPO 2014 to know more about Etere and get demonstrations on our suite of solutions. For further information and to arrange a meeting at this event, please send an email to the following address: [marketing@etere.com](mailto:marketing@etere.com)

### About SET Expo

Organized by the prestigious Brazilian Society of TV Engineering, SET Expo is the main Latin American event on Television, Radio and Telecommunications Engineering industry.

SET EXPO is focused on professionals and executives from the multimedia production and distribution market, including open and under-payment TV, radio, internet, production and telecommunications.

### About Etere

ETERE is the leading company dedicated to the best of IT and broadcast, having the strongest market and an edge technology, through an innovative architectural excellence and the best flexibility, since 24 years, going beyond the traditional MAM design, with a extraordinary integrated solution and providing to the media station the tools of tomorrow to have a complete and accurate control on the full company lifecycle.

ETERE, a consistent system!

