NEW PRODUCTS LAUNCHED AT IBC 2014

ETERE concluded a meaningful participation at IBC 2014, unveiling new cutting-edge components for ETERE MERP.

Etere team @IBC2014

RAI Exhibition and Convention Centre

Audio monitoring interface

ETERE was at IBC2014 and was very pleased to share its latest innovative and advanced solutions with visitors from more than 65 countries, who were excited to discover more about MERP Cloud solutions and how they improve workflow efficiency while cutting costs.

HOT NEW FEATURES
In this year's edition, ETERE showcased its wide range of enterprise solutions including Cloud Media Asset Management, Cloud Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Delivery. During this event, ETERE was very excited to launch new features including:

■ **Free Transcoder:** A high-performance transcoder to create H264 proxies with optional burned-in timecode, provided for free with DataMover.

■ **Etere Player:** The ultimate tool for previewing any hires/lores files with enhanced playback (e.g. jog&shuttle, selectable audio, dual monitor, subtitles, etc.).

■ **MTX MC Panel:** A stunning more intuitive layout to manage up to 6 PGM/PST channels with 8 graphic layers and many controls (audio level and shuffle, transitions, etc.).

■ **MTX 2D-DVE:** Added DVE to squeeze back live video over a background graphic, creating PIPs from any HD/SD source with a custom size and position.

■ **News Ticker:** Etere Nunzio integrates the ability of MTX servers to display tickers, to embellish news with custom carousels managed in real-time.

MERP: BROADCASTING'S FUTURE
A special focus was reserved to Etere Cloud Media ERP, the solution that allows building a flexible, scalable and customizable system able to carry 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 workflow environment.

Etere Cloud MERP makes your workflow smooth and intelligent, like an orchestra maestro which merges the sound of each instrument in a wonderful music! The MERP approach brings a myriad of benefits, key ones include a flexible and powerful platform for an efficient resources management, a global workflow-driven framework for a complete business management and, last but not least, a shared information repository for real-time metadata management.

THANK YOU TO ALL VISITORS
Our Sales Managers were glad to show the unique features of Etere MERP Cloud to all people who visited the ETERE stand located at booth 8.B89, our team extends a huge thank you to all of you and look forward to meet you at Amsterdam next year!

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