

## Great success for ETERE CLOUD at NAB 2014

Cloud-based solutions have captured the attention of people that visited ETERE's booth in Las Vegas



Etere Cloud

ETERE has just concluded a successful participation at the 2014 edition of the NAB SHOW in Las Vegas. Visitors were excited to meet our team and know more about ETERE's solutions for Cloud Storage, Newsroom, Automation, Air Sales, Broadcast Management and Editing integration.

During the show, a special focus has been put on ETERE Private Cloud Storage, the solution that enables broadcasters, media companies and content providers to boost their business with unparalleled access and mobility, smarter workflows based around the cloud and a flexible storage management.



NAB Show Logo 2013

ETERE Cloud MERP is the solution that allows building a flexible, scalable and customizable system capable of carrying 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 fully tapeless/paperless and workflow-based digital environment.

This year, as usual, the Italian company has attracted a lot of broadcasters attending the NAB Show. Fabio Gattari, ETERE President, commented with satisfaction: "People has really appreciated our Cloud-based solutions, they were fascinated by the possibility of moving their systems to a true, reliable, powerful and easy to use cloud system. ETERE promises to significantly extend the landscape and boundaries of any broadcast workflow, taking traditional IT to a higher level where all resources are virtualized under the same cloud environment".

We look forward to meet all of you next year at NAB Show 2015!  
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NAB 2014 Showroom



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