

## ETERE AT IBC 2014

Come to see the cutting-edge technology components of ETERE MERP during the IBC Show in Amsterdam RAI, at booth 8.B89, from 12th to 16th September.



IBC logo

IBC 2014 is a great opportunity to look at the latest innovative and advanced solutions developed by ETERE for broadcasters and media companies. Attendees can discover a wide range of technology software with MERP Cloud design to improve the efficiency of their workflows while cutting costs.

### DISCOVER THE FUTURE WITH MERP

A special focus will be 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 fully tapeless/paperless and workflow-based digital 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.

### MANY HOT NEW FEATURES

ETERE will showcase 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, not to mention our more recent improvements that includes **Free Transcoder**, **Etere Player**, **MTX MC Panel**, **MTX 2D-DVE** and **News Ticker**.

### COME AND VISIT US

We invite you to explore our solutions during the show, from 12th to 16th September at booth 8.B89. Meet our Sales Managers: Fabio Gattari (Asia and Pacific Area), Marco Taddei (Europe Area), Emanuele Porfiri (Americas and Middle East Area) and Daniele Apolloni (RIA Area), who will be glad to show you the unique features of Etere MERP Cloud.

In order to arrange a meeting at this event, please send an email to the following address: [marketing@etere.eu](mailto:marketing@etere.eu)

See you in Amsterdam!  
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**3/9/2014**    Event



#### 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!

