

ETERE at "Broadcast Innovations and Beyond 2014"

Etere has concluded a meaningful contribution at the biennial Media Convergence's Workshop, giving a speech on MERP Cloud and presenting some of its more recent products.



Etere Booth at MCI

ETERE is proud to announce its major contribution to the 2nd edition of "Broadcast Innovations and Beyond", a workshop held every two years by Media Convergence, Etere's historical distributor in the Philippines market. The event took place on August 5th at Quezon City (Manila), Philippines in the EDSA (Eton Centris).

In the last 12 years Etere has firmly established its position as one of the most preferred solutions by major Philippines broadcasters, this solid presence has driven the workshop's organization to choose ETERE as one of the companies asked to contribute their experience and knowledge with the public.

DISCOVER MERP CLOUD

A lot of interest has been created around Etere cloud solutions among the attendees. Fabio Gattari, Etere's Asia Pacific Sales Manager, commented on this: "People is really appreciating our Cloud-based solutions, they are 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".

Etere MERP Cloud 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, under a fully tapeless workflow.

HOT NEW FEATURES

Last but not least, during the event Etere showcased some of the latest improvements to be officially presented at IBC 2014:

- **Free Transcoder:** A high-performance transcoder to create H264 proxies with optional burned-in timecode from any file, provided for free for every DataMover since version 24.02.

- **Etere Player:** The ultimate tool for previewing any hires and lores file with enhanced playback capabilities (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 multiple controls (audio level and shuffle, transition speed, etc.).

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Broadcast Innovations and Beyond 2014



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10/9/2014 Event

Etere
a consistent system

ABOUT MCI

Media Convergence Inc. (MIC) is a Philippine company founded in 2000, it's one of the most trusted Solutions Providers by Major Broadcasters and Multimedia Companies nationwide thanks to an enterprise-class set of solutions and a fully committed customer service.



Media Convergence collaborates since many years with ETERE to bring state-of-the-art, reliable, flexible and affordable equipment and solutions able to meet operational and technical needs of Broadcast, Film, Cable, Satellite TV, Post Production and Telecoms companies.

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.

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