

## ETERE AT SET EXPO 2015

Etere will be present at the 2015 edition of SET EXPO, the most important broadcasting event in Latin America held between August 25 and 27, at Expo Center Norte - Red Pavilion, Sao Paulo - Brazil.



SET Expo 2015



Etere at Set



Etere at Set

Etere, the first proposer of the MERP approach, will showcase all our leading and innovative solutions for the broadcast industry at the upcoming SET EXPO 2015 in Brazil.

Come visit us at our Brazilian partner's booth, Brasvideo (Booth 6, 115) 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 give 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, the latter being 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.

Fabio Gattari, Etere President and Head of Software Architecture, will be a panel speaker at the conference for IP Migration taking place on 24 August 2015. He will deliver a speech titled "Changing from SDI to IP - Switching to IP" at the event.

Join us at SET EXPO 2015 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)



Etere logo

**25/8/2015** Event



## **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 a leading company dedicated to the best of IT and broadcast. For over 25 years, we have had the strongest market and cutting-edge edge technology, through innovative excellence and flexibility. Etere has gone beyond the traditional MAM design with an extraordinary integrated solution. We have provided media stations the tools of tomorrow, enabling them complete and accurate control of the full company lifecycle.



ETERE, a consistent system!