

## Great success for ETERE at NAB 2015

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 2015 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.

ETERE Cloud MERP is the solution that allows building a flexible, scalable and customizable cloud 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 2016!  
###



See you at NAB 2015



NAB 2015 Booth



NAB Show Logo 2013