

ETERE at the European Digital Forum 2015

ETERE confirms its participation at the 12th edition of the "European Digital Forum" held at Lucca (Italy) to showcase its latest innovations on the integrated management of television and media companies.



Etere Cloud

ETERE is pleased to announce that it will be participating at the "European Digital Forum 2015", the international event that this year will have four different panels on UhdTv, Sport and Media, Content Challenges, and the New Scenario of Media in Europe; and will see the attendance of major broadcasters, media companies and technology organizations.

Etere's presentation will include the latests innovations on integrated solutions for the unified management of television and media companies, giving a special focus to M.E.R.P. (Media Enterprise Resource Planning), the exclusive approach introduced first time in the world by ETERE to optimize the broadcast workflow from content production to playout, and archiving to delivery.



Etere logo

ETERE M.E.R.P. is an ERP-like management applied to media, that offers to any customer a modular and workflow-based solution able to manage all the production areas of a television station or media company, deploying a truly collaborative workflow between those essential "islands" that until yesterday were considered independent and needed a high demand of human, technical and economic resources to only bring a modest efficiency over long operational period.

During the event it will be possible to see the new features and improvements added to Etere's "best-seller" solutions such as Media Asset Management, Archiving, Automation, News Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding, etc.

Don't miss the opportunity to discover the benefits of an ETERE system. Come and visit us on June 12th at the Ducal Palace of Lucca (Italy) where Marco Taddei, Etere Europe Sales Manager, will be pleased to introduce M.E.R.P. suite to you and provide hands-on demonstrations on Etere products.

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