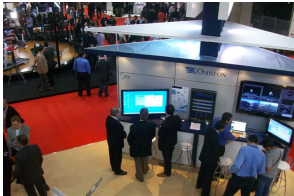# Etere in Brazil for the SET EXPO 2009 SHOW

The 18th Edition of the SET Broadcast & Cable Conference will count among its Exhibitors with ETERE that Consolidate its presence in the Latin American Market.

SET 2009

Brasvideo Company Logo

SET 2009

Etere, a global leader of providing complete broadcasting solutions, has confirmed its presence at the 18th edition of the Broadcast & Cable Show that will take place from the 26th to 28th August "Sao Paulo, Brazil".
Etere will be exhibiting its wide range of professional and cost-effective products at the 'Imigrantes Exhibition Center' at the Stand 09, where the presentation will be supported by Etere's official brazilian distributor: BrasVideo.

SET Broadcast & Cable is the major Event for Television, Radio and Telecommunications Engineering in Latin America, with around 180 exhibiting companies and with an expected visiting public of 10,000.

In the Brazilian panorama, Etere has been installed on various broadcasting stations as a part of a growing expansion of its business operations into the Latin American market, where Etere plans to reach broadcasting companies, production houses and content providers comprehended within this potential zone, by proposing them an innovative, reliable and fairly-priced system able to manage their contents not only from ingestion to playout, but even to their commercial scheduling, contracts invoicing and rights control.

Etere will leverage the opportunity to showcase its wide range of consistent software solutions, explaining visitors the reasons why Etere is considered the most suitable broadcasting software in the market, able to provide a top-quality system at a reasonable price; the following listed products are some of the ones that will be detailed during the conference:

Etere Workflow
Etere workflow is designed to achieve efficiency in everyday information processing of broadcasters and media company. Contents, commercial orders, assets, schedules and all the steps involved after their creation can be easily organized and supervised to allow your company to reach a new level of excellence. Etere Workflow helps to plan and control the whole production process, managing and guiding users in the execution of each single step of a work project. It respects and compliments the underlying broadcasting system optimizing systems management, reducing operating costs and facilitating overall process management. Most importantly with Etere Workflow you have complete control over procedures, approval processes and overall system management.

Etere MAM (Media Asset Management)
Etere MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage, archive and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

Etere SNMP Console
completely re-designed, the new Etere SNMP console is also the Etere graphic configuration tool. Creating a simple graphic you can describe how the system is connected and how many objects you have. Etere SNMP console allows you to insert Etere and non Etere devices as network switches, routers and firewalls. Each different connection (sdi, ethernet, gpi, rs422) has different color

Etere Traffic
ETERE Traffic is an integrated commercial management system that looks after all aspects of commercial schedule planning from commercial contracts through to program rights management; from reservation of space to real-time schedule manipulation; from on-demand report generation to contract invoicing. Traffic is a comprehensive application that allows you to centralize your commercial planning and increase your revenue through space optimization and controlled scheduling. Automated scheduling tools and extensive data sharing result in reduced operating costs. The integrated nature of Traffic ensures information is always visible in real-time allowing for enhanced inventory management and optimal decision-making.

Etere Automation
Etere Automation is a powerful, reliable and modular broadcasting system, able to enhance broadcasters' potential in terms of functions and workflow design. Its unique approach combines in a single product realtime device control and media asset management, offering a powerful mix of solutions and capabilities.