

## Etere at BIT Broadcast 2016

Etere will be at BIT Broadcast 2016 which will be held at the IFEMA-Feria de Madrid on May 24th-26th, 2016, 10:00 to 19:00 hours at the Aicox Soluciones booth. Mark your calendars and book an appointment with us today!



BIT Broadcast 2016 logo

### Etere at BIT Broadcast 2016

**Venue:** IFEMA-Feria de Madrid

**Date:** May 24th-26th 2016 | Tue – Thurs

**Booth:** Aicox Soluciones, Stand 12C05

To schedule an appointment with Etere at IBC 2016, please send us an email at: [marketing@etere.com](mailto:marketing@etere.com)

### **Achieve Enterprise-wide Goals with Etere's M.E.R.P, MAM, Automation and Traffic**

Etere transforms the conventional notion of managing the workflow of a media/IT company with its flexible and scalable M.E.R.P approach. Etere M.E.R.P. is an end-to-end software solution that is able to integrate all of the company's information to facilitate the dissemination of data between all departments.

Discover the capabilities of Etere MAM that is designed to fully optimize the value of your assets through a centralized management of digital content and associated metadata. Increase operational efficiency and maximize the return on investment of digital media with Etere MAM which helps to streamline the process of ingesting, indexing, storage and retrieval of digital assets.

Etere Traffic changes the way of programming and managing not only the commercial schedule but also all other programs of a TV station. Streamline operations with Etere Traffic which allows long-term schedule programming in the same environment as automation, with no import, export and file conversions.

Tap into the prowess of Etere Automation, a reliable and modular broadcasting system that is able to enhance broadcasters' potential in terms of functions and workflow design. Its unique approach combines real-time device control and media asset management in a single product, offering a powerful mix of solutions and capabilities. It is a system to fit all broadcaster needs.

### **Get a Head Start with the Advanced video Management System, Etere ETX**

Etere ETX is an advanced and tightly integrated video management system that is completely based on IT technology. ETX delivers an exceptional user experience with its comprehensive features including the ability to create news ticker, text crawls, flash single Swf files, customised CG animations and so much more.

Come and experience Etere for yourself at BIT Broadcast 2016! Etere is preparing for a host of exciting and new additions so stay tuned for more details.

See you at BIT Broadcast 2016!

## About Etere

Etere was founded in 1987 and it remains the only company to offer an end-to-end workflow solution for any broadcast and media company. Etere's team of engineers represents a unique cross section of broadcast & IT experiences. Etere is the Italian word for Luminiferous aether, which explains the wave-based light that has the unique ability to penetrate empty spaces, something which is not a common property of waves. Similarly, Etere Pte Ltd represents the commitment to deliver and achieve exceptional excellence backed by its mark of quality, consistency and reliability. Etere has achieved great success as a worldwide leader with expansive distribution networks in Europe, Middle East, Asia Pacific and South America. The company has its headquarters in Singapore and a dedicated development centre in Italy.

## About BIT Broadcast

BIT Broadcast is an international platform for the future of Audiovisual Technology. It is organised by IFEMA which was started in 1980 to drive business and to promote Madrid's brand on an international scale. In addition, IFEMA's activities as a show organiser has made it the number one operator in Spain and one of the leaders in Europe. BIT Broadcast aims to undertake commercial work and provide support and advice for international exhibitors and potential clients. In the same way, it carries out studies on business opportunities in fields which interest exporters and helps those companies and professionals participating at trade fairs. It represents an excellent forum for forming new business contacts with the sector's leading players and keeping up to date with the latest technologies.

