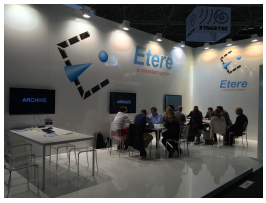
17/2/2016 Media

Radio TV Link: Etere to Showcase IP Integrated Solutions at IBC

Discover how Etere Cloud MERP, MAM, Nunzio, ETX, Air Sales and OTT can effectively streamline your workflow while maximizing your business and advertising revenues.



IBC 2015

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Etere, the international leader of software solutions for broadcast and media companies, will be showcasing our latest cutting-edge software during the IBC Show (Stand 8.B89, Hall 8) in Amsterdam RAI, between 11 to 15 September.

Attendees can experience first-hand the powerful capabilities of Etere Cloud MERP, MAM, Nunzio, ETX, Air Sales and OTT, which in addition to being cloud ready and IP enabled, are designed to vastly improve the efficiency of broadcast workflows while substantially reducing cost expenditures for media companies.

Make your workflow smooth and intelligent with cloud MERP AND MAM.

Etere Cloud Media ERP (MERP) is our flagship solution that allows you to build a flexible, scalable and customizable system able to carry out the entire media life cycle under a fully tapeless/paperless and workflow-based digital environment. Use it with Etere MAM, our premier digital content management solution, and gain an exponential boost in your operational efficiency as well as increase your ROI for digital assets.

Turbo-charge your newsroom with Nunzio. Nunzio, our leading newsroom management system, is a highly-flexible and cost-effective solution able to manage the entire tapeless workflow of a newsroom environment. Thus, it greatly improves coordination between multi-media planning and collaboration across different production units as well as editorial driven workflow and metadata management. With Nunzio, managers will find it a breeze controlling daily operations, which means stories are developed and delivered faster, achieving results that exceed expectations.

Harness the power of IP with Etere ETX. Etere ETX is our powerful and comprehensive video management software that extracts the full benefits of IP technology, being able to perform IP in and IP out. It is a fully digital ingest/playout engine and gives substantial cost savings, being able to drive the most popular HD/SD digital video/audio/graphics platforms without using middle-ware. With full support for all major wrappers and codecs, Etere ETX is the most advanced, cost-effective and tightly integrated video management system on the market today.

Maximise advertising revenues with Etere Airsales. Etere Airsales is a powerful all-in-one solution to manage the entire spectrum of sales workflow, giving you full real-time visibility and inventory control, allowing the maximization of advertising revenues and thus profitability. Etere Airsales is also fully integrated with Etere Cloud MERP, and its rock solid stability gives you the best foundation to capitalize on the fresh opportunities in this new media landscape. OTT becomes easy with Etere OTT.Etere OTT, our enterprise-class OTT delivery solution, will enable you to swiftly and easily export all your content to over-the-top platforms. It has also been engineered to maximise your revenues while crucially, protecting your valuable content. Etere OTT give you peace of mind that all your assets are being protected while your revenue continues to grow. "Etere is constantly ahead of the curve in integrating next-generation technologies into oursoftware solutions in order to give our customers the system edge they need to protect and grow their revenues. We are pleased to share that our comprehensive suite of solutions are fully cloud ready and IP enabled. With Etere, our customers are empowered to take full advantage of tomorrow's technologies to enrich their businesses today," said Fabio Gattari, Etere President and Head of Sales for Asia and Pacific area.

Come and visit us

We invite you to explore our solutions at our booth (Stand 8.B89, Hall 8) during the show. Meet our Sales Managers, Fabio Gattari (Asia and Pacific Area), Marco Taddei (Europe Area), Emanuele Porfiri (Americas and Middle East Area) and Daniele Apolloni (RIA Area), and allow us to demonstrate the unique features of Etere Cloud MERP, MAM, Nunzio, ETX, Air Sales and OTT for you.

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