

## Radio TV Link: Etere at IBC 2013

Visit us @ the IBC show at Amsterdam RAI, from the 13th to the 17th september 2013. Etere will be presenting the MERP system, the new Nunzio and more at our booth 8.B89.



Etere logo

Etere will show a fully integrated range of enterprise-level software modules, as: Media Asset Management, Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Integration.

IBC 2013 is a great opportunity to look at the latest innovative and advanced broadcast software solutions developed by Etere for broadcasters and media companies. Attendees can discover a wide range of technology software with ERP design to improve the efficiency of their workflows while cutting costs.

Etere Media ERP allows to build a flexible, scalable and customizable 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.

The focus will be on Etere MERP approach:

- a flexible and powerful platform for a better and efficient management of the company's resources;
- a global workflow driven framework to manage all the business;
- metadata updated and shared in real-time. With Etere MERP your workflow becomes really 'smooth and intelligent', like an orchestra maestro which merges the sound of each instrument in a wonderful music!

Etere has launched the last newsroom MAM integration: Nunzio. Etere Nunzio manages all stories life cycle, from the initial idea through to the broadcast. It helps the journalists with all the features they need to create and finish their jobs, its features are:

- easy to use, intuitive, speed, stable and fully customizable;
- strictly integrated with Etere MAM;
- flexible workflow;
- sophisticated rights management;
- powerful search and communication tools

We invite you to explore our solutions during the show, where you can meet our Sales

Managers: Fabio Gattari, for the Asia and Pacific Area, Marco Taddei for the Europe Area, Emanuele Porfiri for the Americas and Middle East Area and Daniele Apolloni for the RIA Area, they will be glad to show you the unique features of Etere MERP.