

Radio TV Link: ETERE AT CABSAT 2014!

ETERE is thrilled to announce its presence at CABSAT 2014 in Dubai on 11-13 March 2014 (Hall 2 booth E7-41), the most important event for the Middle East market.



ETERE, a leading global provider of integrated solutions for production, playout and delivery systems for television broadcasters and multi-system operators, will demonstrate 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.

The focus will be on ETERE MERP approach, a flexible and powerful platform for a better and efficient management of the company's resources. ETERE MERP is a global workflow driven framework to manage all the business, where the metadata are updated and shared in realtime. ETERE will show the most recent add on to it's MERP, the capability to integrate the delivery for OTT and for a second screen pressing only one key.

OTT /VOD/ and Second screen are becoming more important year by year, and the capability to feed them with content used for traditional broadcast with minimum extra job is the key to use those new media for the best profit.

ETERE will also show its newsroom MAM integration: NUNZIO. ETERE NUNZIO is easy to use, intuitive, speed, stable and fully customizable and it helps the journalists with all the features they need to create and finish their jobs.

ETERE has built a strong heritage of industry leadership over the past 24 years. Proud of the role ETERE plays in empowering its customer community to create the most compelling media in the industry. We invite you to explore our solutions during the show, where you can meet our Sales manager Emanuele Porfiri.