

## Etere is Compatible with Sony's Optical Disc Archive Products

Etere announced that its tapeless workflow solutions including HSM and MAM are compatible with Sony's Optical Disc Archive products.



Logo of Sony Electronics



Sony ODA

Etere announced that Etere's tapeless workflow solutions including MAM and HSM-Archive now supports the renowned Sony's Optical Disc Archive products.

Etere remains the only company to offer an end-to-end workflow solution for any broadcast and media company. The renowned technological innovations that Sony is known for advances Etere's tapeless workflows from production to distribution.

Etere MAM simplifies the process of content management by streamlining the digital workflow, bringing media to the market faster and in multiple formats, ensuring an exceptional and frame accurate content.

Tight integration with the Sony Optical Disc Archive platform expands the range of storage technologies supported by Etere solutions and enables Etere's customers full flexibility to leverage on Sony's capabilities.

In addition, Etere solutions provide a broad range of support for third party products. Etere aims to promote collaborative workflows and to empower its users with its interoperability and scalability for any environment.

[Sony's Optical Disc Archive system](#) is positioned as a tapeless high capacity digital archive system suitable for both nearline and deep archive applications. Additionally, the technology is well-suited for a wide range of storage applications that include sports production, editorial, mezzanine level video and digital media preservation. Sony Optical Disc Archives offer many advantages such as up to 50+ years of archival life, Phase-Change Technology which results in outstanding long-term storage performance.

### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in providing cutting-edge media enterprise software solutions for broadcasters and media companies. Etere is a trusted provider of solutions backed by its mark of quality, consistency and reliability. Etere's unique MERP end-to-end software-only solution is used by many of the world's leading broadcasters to power their media asset planning and enterprise resources management. With customers all over the globe, Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.



### **About Sony Electronics**

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony is noted for a wide range of consumer audio/visual products, such as the BRAVIA® 4K Ultra HD, 3D and high-definition televisions, Cyber-shot® compact cameras, Alpha Interchangeable Lens Cameras, Handycam® camcorders, high-resolution audio products and portable audio products. Sony is also a leading manufacturer of audio/video technologies for broadcast, live production and B2B applications, highlighted by the CineAlta™ 4K cameras, SXR™ 4K digital projectors, XDCAM® line of tapeless technologies and a range of A/V professional products and accessories, including media and archiving.

