Etere at CABSAT MENA & SATELLITE MENA 2010

Etere will be present at the Middle East and Africa's most important trade show to share with the visitors its latest enhancements

The logo of Cabsat Mena

ETERE, a leading global provider of broadcasting solutions, communicates that will be participating in the CABSAT MENA & Satellite MENA exhibition to be held in the United Arab Emirates on 02-04 March 2010, at the Dubai International Convention and Exhibition Centre. Visitors are kindly invited to visit Etere's stand located in the Zabeel Hall, number ZJ-32, and get acquainted with the unique features and capabilities of Etere's consistent solutions.

CABSAT MENA & Satellite MENA is the region's leading event for the digital media industry that showcase the latest products and services from the entire spectrum of digital media sector from content creation to management to delivery.

Through the exhibition, visitors will have the opportunity to be in touch with the most recent Etere solutions in the field of media management, automation, media migration and archiving. Our representative will be presenting Etere MERP (ERP technologies with rich media extension), a complete solution for Media Asset Management, HSM, Archiving and Web Integration on a distributed architecture. Etere's suite allows broadcasters, media companies and content providers to build a flexible and scalable system to carry out their entire media production, from ingest to playout to content delivery, under a fully tapeless and paperless workflow-based digital environment.

Media Asset Management
Etere MAM is the highly effective digital content management solution, it has been specifically designed to streamline the process of ingest, indexing, storage, archive and retrieval of digital assets. It is a centralized solution for handling digital content and its associated metadata; its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. The core of Etere's Media Asset Management are the so-called Asset.

Forms, which centralize the management of assets by grouping into a single resource all mainasset related data such as video references, metadata and rights information, technical data, secondary events, linked workflows, and detailed operations logs, allowing in this way to the various Etere modules to have a share-point on which asset's data can be managed, permitting the entire system to reach a high level of integration, reliability and functionality.

Archiving
Etere HSM is the cost-effective solution to radically streamline the management of expensive tape libraries; allowing stations to optimize the migration of contents including high and low versions as well as associated
metadata. Etere HSM improves the management of libraries by controlling their mechanical movements through the HSM Robotics Control and HSM Data Pump applications, which are able to run several data pumps on different machines to boost their throughput, while offering access to real-time logs, reports and statistics.

Media Management
Etere Data Mover is the application used to perform the physical storage and retrieval of video files, a typical Data Mover operation would be to move a video clip from a video server to an archive based on custom actions which are defined and executed via workflow. Etere Data Mover, together to Etere HSM, forms a tandem that is the only solution in the market with an embedded multi-level and multi-rule cache that offers an intelligent management which ensures the best performances with low investments.

TV Automation
Etere Automation combines the versatility of using the same database of the Etere Media Asset Management to integrate all the activities in a single environment, and the reliability of using an independent database for the final playout, adding in this way a decisive strong point of reliability to the overall system. An easy to use subtitles manager is provided, allowing broadcasters to either create or import subtitles with frame-accuracy, enhanced preview capabilities, and allowing its further integration with the overall system workflow, including the management of secondary events.

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