Etere at NATEXPO 2008

Etere will be at NATEXPO 2008 from 18-21 November. Visit us at Hall 2 Booth B44 for an in-depth demonstration of Etere solutions.

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Since 1939

NAT EXPO 2008

Etere will show its software solutions for the broadcasting market at NATEXPO 2008 from 18-21 November. We invite you to visit us at Hall 2 Booth B44.

The exhibition is a very important event to understand where the market is going and what the market needs.
From this aspect, NATEXPO plays a good role in enabling new business strategies in the Indian market for our company.

The fair is also an important occasion to present the following new functions: in Etere HSM, the Etere auto archive function automatically stores the selected video used for transmission in an XDCAM disk. With Etere MAM and XDCAM digital structure, files can be stored, accurately catalogued and fully accessed.

Etere MEMORY has a new feature: the bookmark.
With this function it is possible to point at an image in a file and catalogue it (adding timing and comments) so that it can be found the next time you search with the inserted information.

Etere MAM includes federate search. Federate search allows the operator to access multiple data sources with a single query string located within a single interface. With Etere Automation one is able to manage an easy and inexpensive subtitling.

Etere inserts a to-do list management in Traffic & BMS.
The Etere to-do list informs you when the scheduling is going to expire or when a new program or TV series is going to begin. It therefore reduces a high margin of error in planning a schedule.

Etere MAM has a new function: the virtual asset.
The purpose of this function is mainly to create credits and title replacement for movies, or to resegment TV series or soap operas to create a different episode length, as well as many others.

About Etere
Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. www.etere.com