

Etere at NAB Show 2003: A Strange Edition

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NAB Show Logo 2013



Nabshow



Nabshow



Nabshow

It would be completely useless denying that the war in Iraq marked the 2003 edition. Many visitors went forwards and backwards and some exhibitions have been cancelled for not being propitious. This year's exhibition wasn't even closely as the last year's when all exhibitors haven't had time to relax because they were too busy with their customers. A positive thing is that everybody in Las Vegas needed buying new technologies. In fact, the customer had a sort of rush to finalize the deal immediately and agree upon the delivery in a few days max, very odd especially for the Asian market where negotiations take a lot of time. Etere introduced the most recent application Media Asset Management, at the SeaChange stand. ETERE MAM is an entirely scalable, flexible and high-performance solution. ETERE MAM is an end-to-end product to manage any type of digital media and the real time delivery of content on multiple platforms. It manages, ingests, manipulates and trades the contents of digital archives, plus it takes care of transmission and archiving. The solution is 100% software, as all other ETERE products and it works on any Windows PC.

ETERE MAM™ can be integrated with your system without any extra hardware, thanks to the fact that it has been developed on a SQL database and it uses the Microsoft architecture, so it satisfies many industrial standards. It is the only application that manages the content management processes right from the acquisition to re-purposing and distribution, which shares the same database in MAM, News and Automation environment.