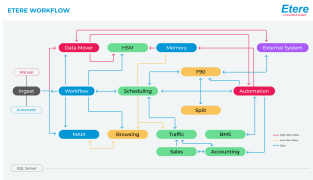


## Etere a consistent system will be at NAB 2011

Another piece of the puzzle of 'Etere consistent system' will be show at NAB 2011, held in Las Vegas Convention Center, from April 11 - 14 (North hall booth N6323): ETERE MERP



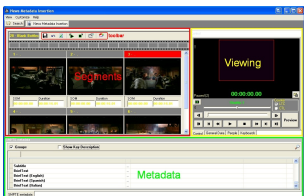
NAB Show Logo 2013



Etere Workflow



Etere Old Logo



Etere MAM

After more than 85 years, the NAB Show continues to be the essential destination for broadcasting professionals who share a passion for bringing content to life on any platform.

Another piece of the puzzle of 'Etere consistent system' will be show at NAB 2011, held in Las Vegas Convention Center, from April 11 - 14 (North hall booth N6323).

Etere's main focus at the event will be showcasing Etere MERP (ERP technologies with rich media extension), a complete solution for Media Asset Management, workflow-based operations and resources planning on a distributed architecture.

Key benefits of Etere MERP are:

- It does not share directories, it shares content
- Enhanced resources planning and activities tacking
- Allows keeping all resources connected
- Extends the hardware capabilities
- Provides safe and controlled access
- Fully hardware independent
- Improves tapeless and paperless operations
- A lower cost of ownership

"MERP approach is the challenge for the next era of broadcasting" said Etere's President, Fabio Gattari, "the need of managing and organizing content in a complex multi-format and multi-delivery platform requires an efficient structure provided with an easy interface able to perform the more complex tasks, this is MERP".

ETERE will also show its fully integrated, IT-based and automated playout system as a straightforward extension of a MERP approach.

Etere is a reliable and scalable solution providing customers with complete media management, rights management, short and long term programming and control from ingest to playout, combining all these into a single workflow framework enhanced with on-demand services.

The 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.

Visit Etere booth N6323 for information about products and solutions designed for broadcasting professionals. We will also offer a custom special demo on hot product and solution topics.

Register to attend the NAB Show exhibits for free, using Etere VIP pass code LV0723:

[www.etere.com](http://www.etere.com)

[marketing@etere.com](mailto:marketing@etere.com)

