

## Imparja Chooses Etere for the New Facility

Etere is pleased to announce that its software solutions have been chosen by Imparja.



Imparja



Imparja



Imparja



Imparja

“Imparja” is a private and fully commercial television company registered in Alice Springs, 18 Leichhardt Terrace, Northern Territory, Australia. Imparja claims to be unique in the world, since is totally owned and controlled by Northern Territory and South Australian Aboriginal shareholders, who have never requested nor received a dividend, preferring to invest any profit back into the development of the company.

Etere is pleased to announce that Etere Automation have been chosen by Imparja in 2007 to manage, control and send on air the entire programming of its television channel named “Imparja TV” which then went on-air in 2008. Indeed Imparja has moved into its new facility in May 2008 and due to its Etere-based structure, has started broadcasting digital television to an audience of over 430,000 people.

The software solutions provided by Etere to carry out Imparja’s television broadcasting have implemented and integrated the following functions in the system:

- A completely distributed fault-tolerant Automation system,
  - Live and scheduled Recording with time delay capabilities,
  - Media Management to organize, store and retrieve video assets,
  - Simplification and centralization of the overall system functioning, due to the use of fully customized Workflows.
  - A fully integrated Web service to manage assets remotely, allowing even a low resolution browsing.
- Imparja has fully relied on Etere to control the entire station network which is mainly composed by the following broadcasting equipment:
- 4 Omneon media decks,
  - 1 disk archive from Hitachi,
  - 1 master control Nvision,
  - 1 deko1000 from Avid,
  - 4 Final Cut Pro.

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

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**Etere**  
a consistent system

### **Controlled Devices**

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 **Imparja**