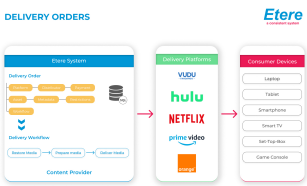


# AIRSALES LITE

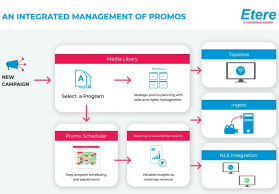
Etere Airsales Lite products enable users to manage commercial scheduling with a suite of flexible, reliable and powerful tools for a smooth delivery.



Delivery Orders Workflow

### Smooth Delivery with a Seamless System

Manage, transform and deliver your media content with Etere to get the best returns on your production projects. Etere BMS solutions manages large amount of content with a seamless integration and ensures the highest level of content quality at every step of your workflow. Manages multi platform content preparation and delivery through a fully automated Etere system that provides a clear view of operational and business performance metrics.



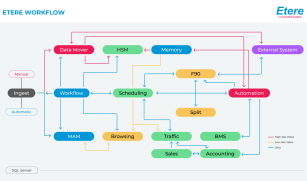
Promo Management Flowchart

### Etere OTT Delivery

The invasion of over-the-top (OTT) services has begun, it is time for media operators to prepare their positions and choose their weapons to win the battles for media, mobile and cloud services. Etere OTT Delivery is the solution that enables you to get a quick and easy way to export your content to over-the-top platform providers meeting all contract terms and media formatting requirements while ensuring the protection of your premium assets.

### Etere Promo Placement

Etere provides Promo Placement solution, a robust and integrated tool able to effectively manage the entire promo activity including campaigns. Etere is the software that empowers media companies to maximize the use of their promotional inventory. Etere Promo Placement tracks the promo production all the lifecycle of the promo is under control in a single coherent environment.



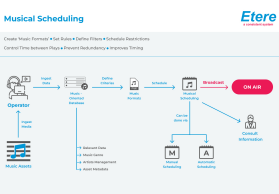
Etere Workflow

### Etere Executive Scheduling

Etere Scheduling is the complete planning solution that significantly boosts the efficiency of your short and long-term playlists. Etere Scheduling is part of Etere MERP Cloud, the integrated enterprise framework that makes planned schedules aware of licensed content, contractual commercials, missing material, imported material and regional ad insertions.

### Etere F90

Etere F90 provides a more efficient connection between two different systems and guarantees the maximum accuracy in the process of exporting or importing information through a fully automated, paperless data flow application. The benefits of the automation of this process are evident, as human mistakes which could cause the interruption of the work processes are completely avoided. The application is particularly helpful when the periodical export or import of this data becomes a part of the natural workflow of a station.



Music Format Flowchart

### Etere Tapeless Reception

Etere Tapeless Reception manages all your digital contents from external sources such as production companies, advertising agencies, etc. Etere Tapeless Reception allows you to implement a web service-based portal framework for remote content reception, where digital files and metadata can be received under a fully monitored system integrated with post-delivery workflows. Etere Tapeless Reception allows the integration of NLE systems (e.g. FCP, Avid, Edius, etc.) and other file-based sources within the station's archive, this web-based solution is cemented on the latest streaming technologies for video distribution.

Etere Tapeless Reception includes the following key capabilities:

- Integration, non-linear editing systems as well as any file-based system allows content transfer to the station's digital archive through a highly secure and friendly web service

- Reliability and workflow-based operations performed before and after the upload process increases not only the system security but also its overall productivity
- Authenticated credentials can be changed periodically by the station for security reasons
- Scalability and upload servers can be added to the web service without altering the system design or its functions
- Security, all web users will be required to authenticate them into the station's active directory domain, thus reinforcing and reassuring the service security

#### **Etere Workflow**

Etere Workflow is an essential part of the broadcasting process not only because it allows to set broadcasting management rules but principally because it expresses how modules interact to perform the broadcasting process, making easy to the operator the understanding of how the system works. Etere Workflow establishes a simple, fully personalized and reliable way to create or modify distinct broadcasting procedures.

Etere Workflow includes the following key capabilities:

- Prepares content for multiple screens delivery, transcodes media and converts metadata for broadcast, internet, mobile or any other platforms.
- Clear definition of each complex step of the broadcasting process
- Visual paperless representation of each step mapped out
- Set of mandatory instructions and authorizations
- Complete log of all steps involved in a certain operation
- Simultaneous execution of multiple independent actions

#### **Etere Proxy Browsing**

Etere Browsing is a must-have and powerful software to enhance the modular world of Etere System. It has been developed to increase the range, functionality and usage of all Etere software modules including Media Asset Management, Etere Executive Editor, Etere Scheduling, Etere Ingest and more. Etere Browsing allows the user to ingest, edit, preview, playout and archive functionality with a productive digital newsroom.

#### **Etere Music Scheduling**

Etere Music Manager is the complete solution to scheduling music programs. The best broadcasters on the market have chosen it for its effectiveness and flexibility. Etere Music Manager quickly makes music formats with minimum usage of resources. Etere Music Manager integrates with Etere Automation to enhance music program scheduling performances, providing a frame-accurate music scheduling system, traffic system integration without import/export procedures and last minute changes applied in real-time.

Etere Music Scheduling includes the following key capabilities:

- Central and music-oriented multi-channel Database
- Unlimited simultaneous music formats/clocks
- Single videoclip's music format per clock
- Categories to files and promos to video clips
- Seasonal scheduling with rotation rules
- Video cross-Fade, titling Control and SMS broadcast

#### **About Etere**

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.