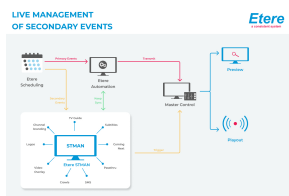


Romania's Mediafax Selects Etere

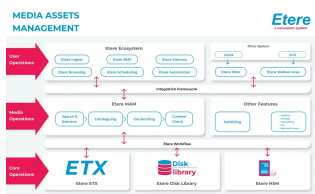
Mediafax, one of the largest providers of general and business information in Romania, has chosen Etere to manage its HD channel which is subsequently streamed over the internet.

MEDIAFAX

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Manage Secondary Events



Media Asset Management

Etere announced that Romania's leading media company, Mediafax has selected Etere for its HD channel which is subsequently streamed over the internet. Etere is pleased to work in collaboration with our valued video server hardware supplier, Media Power and local distributor, Blitz technology for the roll-out of this project.

Etere ensures optimum quality at every step of the workflow. Its unified software-based solutions enable organisations to streamline their workflows as well as to increase the efficiency of information flow between distributed environments.

Etere MERP delivers scalable and customizable workflows across multi-platforms, multi-formats and multi-channels for real-time monitoring, synchronization and management of all systems.

Etere enables Mediafax to manage production facilities with only one system integrated with the following modular features:

Etere STMan manages the playout of Mediafax's secondary events

Etere Ingest manages the digitization of Mediafax's SDI videos

Etere Executive Scheduling manages the channel's strategic planning of schedules

Etere Automation manages the full automation of Mediafax playout system

Etere Asset Management provides a complete management of the channel's assets

Etere MTX provides a tightly integrated, advanced and flexible video management system

Etere Basic Transcoding provides all major format conversions required in production, post-production, broadcast and distribution environments

Etere Proxy Browsing allows content preview

Etere Broadcast Quality Player is a media player specifically designed to overcome all current and forthcoming browsing challenges faced in broadcast, production and content distribution

Mediafax manages a file-based media library and Etere empowers the station with the tools to improve the station's metadata management and integration for smoother workflows. Etere's installation at Mediafax interfaces a Blackmagic Video Hub router.

Etere produces reliable, forward-looking and flexible systems that allow businesses to improve operational efficiency across the entire eco-system for a comparably smaller investment with greater returns. Its trusted solutions have been recognized for its architecture excellence and reliability since 1987.

About Mediafax

Mediafax is one of the largest providers of general and business information in Romania, known for its news feed and press photography accessed by 90% of central newspapers, 70% of radio and television. By 1995, the company has become the leading news agency and is currently the largest provider of news and press photography from Romania. In 1997, Mediafax launched Google Business Focus, a service of real-time transmission of information for the business segment, which archives news and provides online access to news. In 2003, Mediafax Mobility have been expanded content services to major telecom operators in Romania. The projects developed in partnership with Orange and Vodafone have Mediafax, turned in supplier and integrator of WAP content. By 2016, Mediafax has a turnover totaling 4.5 million euros, approximately 350 permanent employees and 150 employees and more than 1,700 corporate customers.

<http://www.mediafax.ro/>

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.

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Etere
a consistent system