

## Etere in Spain for the first time at Broadcast.IT 2011

Etere announces its participation on the Spain's largest broadcast exhibition to present its latest products and technologies (Booth 3B07)



Logo of BIT Broadcast  
2016



Etere logo

Etere will exhibit at Broadcast.IT (booth 3B07, 25-28 October, Madrid) to unveil its latest products and software solutions for broadcasters and media organizations with a focus on Etere M.E.R.P approach (ERP technologies with rich media extension), Etere enterprise-level MAM and Etere MTX an advanced IT-based playout.

Etere MERP is the answer to the growing demand for solutions able to manage, organize and delivery contents in multi-format and multi-platforms enviroments, under an efficient structure with an easy interface able to perform complex tasks including the resources planning on a distributed architecture.

Etere will showcase its fully integrated range of enterprise-level software modules, including: Media Asset Management, Automation, Air Sales, Programs Management, Tapeless reception, News Automation & Media Integration, Archiving, Scheduling, Web Integration, Video Logging.

Etere's suite allows to build flexible, scalable and customizable system capable of carry out the entire media production, from ingest to playout, from archiving to content delivery, under a fully tapeless - paperless and workflow-based digital environment.

Last but not least, Etere has integrated Master Control functionalities into MTX, its advanced IT-based playout solution

During the show, Etere will provide visitors with a complete overview and demo of the modules needed to manage a reliable, comprehensive, cost efficient end-to-end workflow.