

Etere was at NATEXPO 2011

Etere successfully concluded its participation at NATEXPO 2011 for the sixth year at NATExpo 2011



Daniele Apolloni



SVGA Booth

Etere has been hosted by SVGA at its booth. SVGA (System Video Graphics Alliance) is a leading system integrator rich of solutions in digital television technologies as well as the authorized Etere distributor on the Russian market.

Keen to discover what new trends and developments are taking place in the Russian media and communications market, Etere participated for the sixth consecutive time at NATEXPO 2011, the most important exhibition and conference for the broadcasting industry in Russia.

The event has attracted a large number of broadcasters with attendees coming from all throughout Russian federation, being worthy mentioning that lot of them were attracted by the solutions offered by the Italian company.

Daniele Apolloni, Etere Sales Manager, commented with satisfaction on the Etere's participation: "Russian broadcasters know very well the importance of a company for being able to provide a total solution which covers the management of digital assets across their various areas such as ingestion, annotation, cataloguing, storage, retrieval and distribution". Mr. Apolloni continued: 'Etere is the best solution, our core business Media Asset Management is flexible, modular and effective for managing any kind of digital assets'.

During the show, Etere has showcased to the public, as usual, its wide range of fully integrated solutions for broadcasters, media companies and content provider with a focus on Media Asset Management: a comprehensive solution for a flexible, modular and effective management of your digital assets.

The positive response received by Etere at NATEXPO 2011 certainly promises to open the door to new and exciting opportunities.