

## Etere to Showcase Adobe Integration at IBC 2016

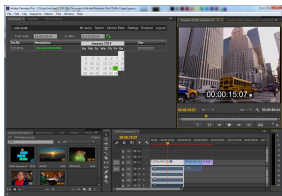
Get more out of your investments with Etere Newsroom Control System panel for Adobe Premiere Pro CC.



IBC 2016

Etere will be showcasing the Etere Newsroom Control System (NRCS) panel for Adobe® Premiere® Pro Creative Cloud as part of its line-up of live demonstrations at IBC 2016. With tight integration, high reliability, easy installation, operations, scalability and maintenance, the Etere NRCS panel for Adobe Premiere Pro CC provides an efficient and cost-effective newsroom solution.

At IBC, Etere will present the whole Etere product line-up: Nunzio, for managing newsroom workflows, including panel integration with Adobe Premiere Pro CC; the Etere MAM digital content management; and the Etere Media Enterprise Resources Planning (MERP) solution for production teams.



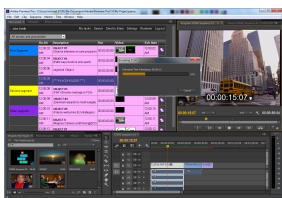
Adobe Premiere Plug-in interface

### Fast and Seamless Workflows with Etere Nunzio

Etere Nunzio is a full-featured, scalable and cost-efficient solution that comes with full NRCS capabilities for tapeless workflows in any newsroom environment. Nunzio manages the news programming and control of on-air playback. Nunzio integrates behind the scenes with the Etere Media Asset management database and Etere Media Management engine for efficient newsroom management and, including integration of multi-site systems.

Newsrooms are fast-paced with increasingly shorter deadlines and higher demands for high quality content at any time. To help customers stay at the forefront of this highly competitive environment, Etere provides full integration across the Etere toolset, including the Etere MAM and the innovative Etere MERP system, for seamless workflows and business-transforming efficiency.

The Etere Nunzio panel integration with Adobe Premiere Pro CC eliminates unnecessary switching between apps and tasks, empowering users with Adobe's extensive editing tool set so they can deliver content quickly. The Etere NRCS panel for Adobe Premiere Pro CC gives newsroom editors the freedom to push media directly into play-to-air-systems, including options to enrich their content, such as interactive video editing, search of rundowns, direct access to archives, delivery of rendered content, and more – without ever needing to leave the Adobe Premiere Pro editing environment.

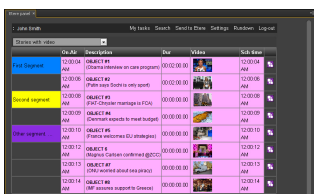


Plug-in interface

### Etere MAM for Adobe Premiere Pro CC

Etere MAM is a highly-effective digital content management solution designed to streamline the process of ingesting, indexing, storage and retrieval of digital assets. Etere MAM is an end-to-end software solution that helps users to optimize the value of their assets through centralized management of digital content and associated metadata.

The Etere NRCS panel for Adobe Premiere Pro CC gives editors direct access to the Etere MAM where they can retrieve content for their sequences. Along with the ability to search for Etere MAM assets, users can manage up to five different statuses for each asset via the panel. Edited content can be imported directly into Etere MAM and managed within the overall Etere workflow.



Nunzio software interface

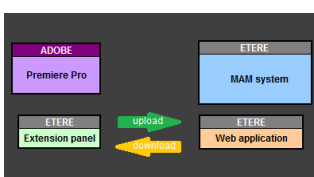


Diagram flow

### Safe and Secure Access

The Etere Adobe Premiere Pro CC integration provides a secure environment



IBC2016 Logo

where users are authenticated in the Etere system, either through a custom login or via automatic Active Directory account management.

### Smarter Workflows

The Etere workflow also supports Adobe Anywhere, an Adobe technology which enables users to collaborate using centralized media across virtually any network, without the need for large file transfers or duplicated media. Additionally, Etere's unique Media Enterprise Resources Planning (MERP) approach allows operators to push archive material to Adobe Premiere Pro CC for editing and subsequently be exported back to Etere, either as a new asset or to overwrite the original file.

The tight integration with Etere MERP makes it possible to automatically trigger specific tasks, such as the review and approval, when a material is saved. Additionally, metadata entered for the editing of material is saved in the MAM database, enhancing the efficiency and accessibility of future search queries.

### Etere at IBC 2016

Hall Number: **8**

Stand Number: **8.B89**

Venue: **RAI Amsterdam**

Date: **9-12 September 2016**

This customer code allows you to register for the IBC show pass for free: **3892**

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.

### About Adobe at IBC 2016

Adobe offers video tools to meet today's high velocity content demands across both new and traditional platforms. At IBC 2016, Adobe is showcasing new features coming soon to its industry leading Adobe Creative Cloud with innovations in audio, editing, motion graphics and collaboration for a new kind of connected creativity. With a powerful integrated workflow, whatever the media, from 8K camera formats to new VR content, Adobe video tools allow filmmakers and post-production teams to create impactful content while moving freely from application to application without interrupting the creative flow. Learn more about new features coming to Adobe Creative Cloud and Primetime at [www.adobe.com/go/video](http://www.adobe.com/go/video), or visit **Adobe at IBC Hall 7, Stand 7.G27**.