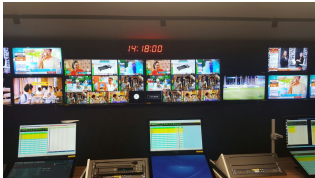


TVD (Momo) Selects Etere

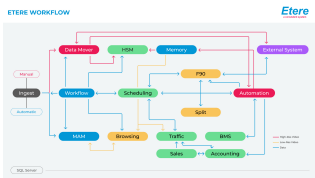
TVD (Momo), a joint venture between Thailand's TV Direct Public Company Limited (TVD) and Taiwan's Momo gallery, has chosen Etere enterprise MERP system.



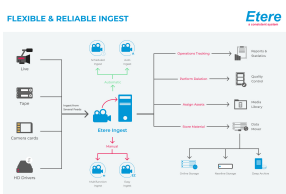
TVD Momo



Company logo of TVD Momo



Etere Workflow



Etere Ingest

Etere announced that TVD (Momo), a joint venture between Thailand's TV Direct Public Company Limited (TVD) and Taiwan's Momo gallery has chosen Etere for its 4 channels playout. TVD (Momo) is a 24-hour TV shopping channel that sells a range of products marketed through various media such as TV home shopping, E-commerce and catalogue to viewers in Taiwan, China and Thailand. Etere manages the end-to-end processes of ingest, automation, scheduling, transcoding, proxy browsing, video playout and video logging of TVD (Momo)'s 4 channels. The entire workflow is automated and streamlined with high monitoring capabilities, enabling TVD (Momo) to deliver content quickly, save costs and to manage the different departments in a more integrated and streamlined manner.

Key Features

- Etere systems are fully scalable to fit in any media enterprise with fully customisable configurations that are tailored for optimized performance at every step of the workflow
- Etere systems are completely scalable to grow with any company, thus future-proofing your media systems
- Etere offers end-to-end modules that is able to manage the entire production ecosystem, thus enabling greater efficiency, easy expansion and an inter-connected system with seamless integration
- Etere's distributed architecture provides high redundancy and a fault-tolerant performance across the entire enterprise system

Etere's installation for TVD (Momo) includes:

Etere ETX

Etere ETX is a powerful, tightly integrated and cost-efficient video management system that is also a complete channel-in-a-box with full IP (in and out) that include advanced graphics engine. ETX is also a fully digital ingest/playout engine that gives you professional video technology with support for all major essences and wrappers in the broadcast industry.

Etere Database Management and

Etere User Rights

Etere User Rights manages user profiles in Etere system and connects to active directory to retrieve authorisations and properties. Operators are able to easily customize and configure user profiles and user rights of every user from a single interface. Etere Rights system includes more than 200 options, thus ensuring full customization for any requirement, even the complex ones.

Etere Executive Scheduling

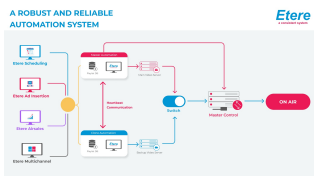
Etere Scheduling is a comprehensive planning solution that boosts the efficiency of your long and short-term playlists with strategic editing controls, segmentation and preparation of the schedule grid in advance.

Etere Workflow

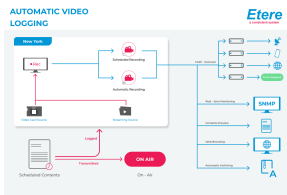
Etere Workflow empowers TVD (Momo) with full control to customize their systems, operations sequence and insertion of new operations easily from a single interface. Etere offers an integrated solution that respects and complements the underlying broadcasting system, optimizes systems management, reduces operating costs and facilitates overall process management.

Etere Ingest

Etere Ingest is a powerful all-in-one package that is able to capture media from all



Etere Automation



Memory Diagram



ETERE MASTER CONTROL

common feeds into a cloud storage and adapt it to any required workflow. It is able to capture in real-time SD/HD media from virtually any video source, broadcast stream, FTP and IP stream. It is designed to improve the ingest process of any broadcasting and media company.

Etere SNMP Console

Etere SNMP console is an integrated management console, based on a distributed architecture that allows different modules to run on different workstations interconnected by a network and integrated with the devices used by broadcast stations, all these components work as a single system, thus ensuring optimal performance across the entire eco-system. One of the key features of Etere SNMP console is its unified console combined with graphical warnings, acoustic alarms, email messages and even SMS notifications, enabling operators to monitor devices, modules and connections from a single interface. Operators are also informed of any detection of issues, location and resolutions for failures occurring anywhere within the network. With Etere SNMP console, monitoring devices performance is easy, convenient and reliable.

Etere Proxy Browsing, Basic Transcoding and HiRes Player

Etere Proxy Browsing allows operators to perform ingest, edits, preview, playout and archive with a productive digital newsroom. It can be integrated into existing Etere modules, any clip can be searched, browsed, selected and even edited with all related secondary events.

Etere Hires Player provides a powerful browsing solution with all the features needed for media playback and browsing capabilities for a seamless experience. Etere Transcoder is an automated and reliable transcoder that is able to provide all major formats conversions needed in production, post-production, broadcast and distribution environments.

Etere Media Management

Etere Media Management is a highly effective digital content management solution, specifically designed to streamline the process of ingest, indexing, storage and retrieval of digital assets. It is equipped with Proactive Cache Management with multi-device connection, system fault tolerance, libraries management, low-res video transcoding, proactive cache management, scheduling/MAM prefetch and newsroom Integration. TVD (Momo) will be equipped with a video server to video server Media Manager system.

Etere Automation and Clone

Etere TV Automation is a scalable, flexible and reliable solution that is designed with a highly redundant, fault tolerant and fault resilient system with a distributed architecture that provides a high redundancy for system failures. Etere Automation offers different levels of fault tolerance for a truly powerful and reliance performance. Etere Automation's distributed architecture provides a system that can grow and change to fit all broadcaster needs. It runs on Windows and controls all the broadcast system devices.

Etere Memory

Etere Memory is able to manage video logging efficiently with lower costs. It is designed with expansive features including content tags, search functions as well as streaming capabilities. This module equips TVD (Momo) with the capability to record and store all transmitted content in low resolution format (Mpeg4/H264), allowing the channels to keep track of everything that has run within a configurable time slot and to fulfill broadcast recording laws.

About TVD (Momo)

TVD (Momo) is a joint venture between Thailand's TV Direct Public Company Limited (TVD) and Taiwan's Momo gallery. The joint-ventures includes a 24-hour TV shopping channel and TVD Shop Limited with TVD holding 65% shares while Momo holds 35% shares of the company. Products are marketed through various media such as TV Home Shopping, E-commerce and Catalogue in Taiwan, China and Thailand.

www.tvdmomo.com



About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

