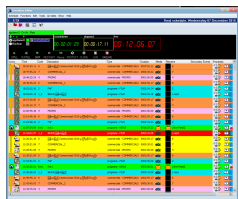
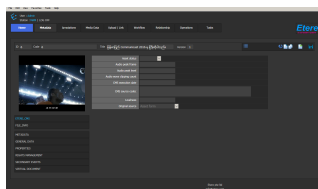


Etere MAM Supports the Burmese Alphabet

Etere launched Burmese Alphabet support for its modular systems including Media Asset Management, Scheduling, Automation, Newsroom, Ad Insertion and more.



Support for Burmese Characters



Etere systems supports Burmese characters

Etere supports Burmese Alphabet. The company has recently concluded a successful run at [Communicast 2016 Myanmar](#) which was held at the Novotel Yangon Max from 6 to 8th December in Myanmar. The latest enhancement of Burmese Alphabets support has enabled our customers and partners to roll-out Etere training initiatives in the country's main language and to adapt Etere systems with full flexibility and versatility across the country.

Etere's modular solutions is able to connect and manage the end-to-end media lifecycle of any broadcast or media company. Its modules include Media Asset Management, Ad Insertion, Newsroom, Censorship, IT Payout, Executive Scheduling etc.

Etere system future-proofs your investment with an integrated modular system that allows you to build and customize a system that not only suits your business requirements but is also able to scale according to your future needs. Its full flexibility also enables seamless integration with third party tools and solutions for advanced interoperability.

Additionally, Etere systems are designed with a distributed system that ensures system redundancy and resilience for a reliable performance at every stage of the workflow. Etere systems also come with free upgrades to increase your returns on investment.

[Since 1987](#), Etere has been the trusted choice selected by broadcasters all around the world for the results, flexibility and reliability that it brings.

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 Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, payout, 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.

