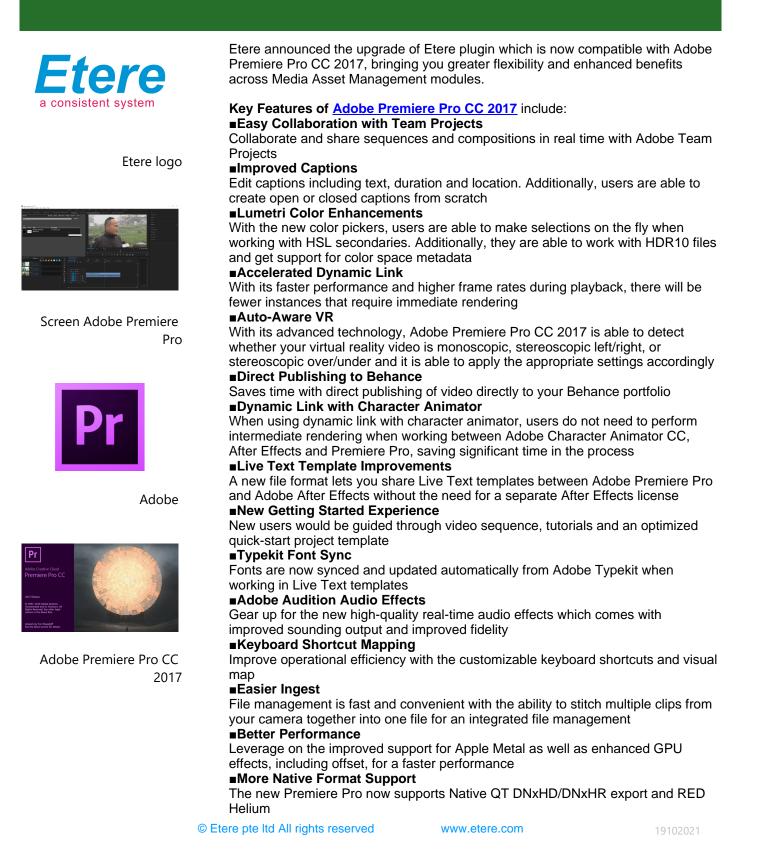


Etere MAM Supports Adobe Premiere Pro CC 2017

Media Asset Management (MAM) for Etere supports Adobe Premiere Pro CC 2017 which provides a host of new and improved features. The plugin is available for Etere MAM, Newsroom, HSM Archive and ETX Playout.



25/1/2017 Technology





Media Asset Management

Etere is able to connect and manage the complete lifecycle of any media, broadcast or IT enterprise. Etere MERP gives you more value than sole performances. Driven by customisable, scalable and flexible workflows, Etere MERP integrates both internal and external management information across an entire enterprise. Etere MERP keeps all resources connected as well as improves operational and cost efficiency.

Etere MERP software solution integrates modular end-to-end solutions such as Media Asset Management, Archive, Playout and Newsroom with a shared data repository and robust connectivity for real-time metadata management across the entire media lifecycle.

With Etere MERP Cloud framework, Etere plugin for Adobe Premiere Pro CC 2017 is tightly integrated with Etere modules to leverage the benefits of a unified Media Asset Management system:

■ Etere Workflow integration for a centralized media management without massive file transfers or duplicated media

Media Asset Management for Etere to search and preview MAM assets seamlessly

- Etere HSM for partial file restore
- Etere Nunzio Newsroom for fast content publishing
- Etere ETX for 4k-ready and IT-based channel-in-a-box playout

Etere is a Bronze Partner of Adobe Technology Partner Program

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 softwareonly solution is used by many of the world's leading Media Enterprises 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.

