

## Etere MAM at Kyiv International TV and Radio Fair 2017

Etere will be exhibiting its Media Asset Management(MAM) solutions at Kyiv International TV and Radio Fair 2017, to be held at the Kyiv, ACCO International Exhibition Centre in Kiev, Ukraine, Booth 5, from 18th to 19th May 2017.



Etere at KYIV



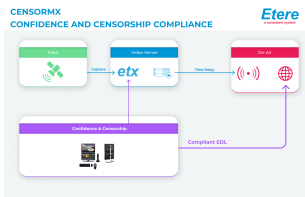
Divia-PRO



Etere logo



ETX-G



CensorMX

### Etere at Kyiv International TV and Radio Fair 2017

Date: 18th - 19th May 2017 | Thurs - Friday

Venue: Kyiv, ACCO International EC (Peremohy Ave. 40-B, Kiev, Ukraine)

Booth: 5

We are pleased to partner with our Ukraine distributor, **Divia-Pro** for this event.

Staged every year since 2007, Kyiv International TV and Radio Fair is organised by TV & Radio Courier LLC. The exhibition involves international participants from the professional fields of television, radio broadcast, telecommunications, cinema production, photo market and internet. Etere has successfully participated in the 2016 edition, bringing its market-proven solutions to companies from all around the world. Experience Etere's forward-thinking solutions with our live demonstrations at Kyiv International TV and Radio Fair 2017, see you there!

### Etere Media Enterprise Resource Planning (MERP)

**Etere MERP** features a modular, fully integrated, flexible and cost efficient concept to manage the complete media lifecycle of TV stations, media companies and enterprises. With Etere MERP, there will be fewer manual processes as business processes are automated and streamlined. Information exchanges between distributed departments are also simple and easy as Etere solutions leverage the benefits of an integrated database. Etere MERP also ensures more accurate, consistent and secured access with an effective rights management structure. Etere MERP is a digital solution used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including **Media Asset Management, Newsroom, Hierarchical Storage Management (HSM), Automation, Censorship, Airsales, Broadcast Management System (BMS) and Ad Insertion** are built with an innovative architecture, offering the best flexibility and reliability in the market.

Get an in-depth demonstration of Etere's trusted solutions at Kyiv International TV and Radio Fair 2017 including:

### Etere DiskLibrary

DiskLibrary is the latest solution that we will showcase at the event. It is an all-in-one software-based solution that works with a simple PC setup and is a cost-efficient alternative to LTO tapes and ODA. DiskLibrary features greater flexibility and interoperability as it allows the user to use any archive enclosure instead of a dedicated type. For long-term benefits, DiskLibrary provides easy maintenance and upgrades. It can be configured with JBODS and MAID for high performance, fast restores and large capacity for a smaller energy consumption and footprint.

### Graphics Media Asset Management with Real-Time Preview

Etere ETX-G is a software extension of Etere ETX and it can also be used as a separate graphics software in any playout. It features a customisable graphics media asset management library for graphics and comes equipped with the capability to group assets according to user preferences for an easy asset search. ETX-G streamlines graphics planning with the capacity to schedule ETX-preview with every schedule in Executive Scheduling without exiting the screen, thus simplifying the graphics planning process. While ETX-G is fully functional without the need for expensive and high maintenance hardware, it also interfaces a wide range of third-party solutions.

### Live Censorship with CensorMX

CensorMX introduces a dual-monitor design that is capable of High-Res preview alongside the CensorMX interface with intuitive controls. Operators are able to work more efficiently with a High-Res and full screen preview of their projects on one monitor and the full control panel on the other monitor. Not only that, users are able to select a layout that is most suited to their needs, making the software one of the most flexible in the market.

### About Kyiv International TV and Radio Fair

Kyiv International TV and Radio Fair is a trade exhibition which showcases a wide range of products from the media, advertising, satellite, broadcasting, telecom, software and hardware equipment industries. It serves as a professional platform, bringing together global participants for the common goal of business exchange and product showcase.

[Kyiv International TV and Radio Fair](#)



### 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, 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 Divia-Pro

Divia-Pro offers ready-made solutions and a wide range of services in the field of modern video production and broadcasting:

- ☐ Supply of surveying and camera equipment;
- ☐ Video monitors and display systems;
- ☐ Studio and installation equipment;
- ☐ Switching equipment;
- ☐ Systems and complexes of nonlinear video editing;
- ☐ Video servers, media storage arrays;
- ☐ Lighting and presentation equipment;
- ☐ Technological constructions, studio furniture;
- ☐ Professional service of equipment;
- ☐ Installation of equipment and training of personnel

[Divia-Pro Website](#)

