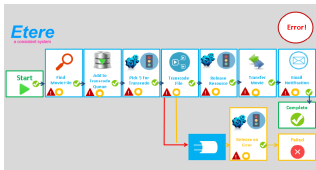


# Simplified File Deliveries with Etere MAM

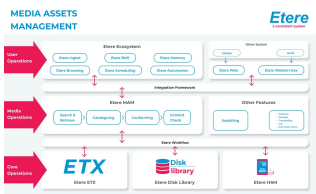
Etere MAM simplifies your workflow with secure, ultra-fast and flexible integrations for file transfers. If you have several playout channels, OTT systems and NLE with each one requiring different delivery requirements, Etere MAM will be the perfect orchestrator of all your workflows.



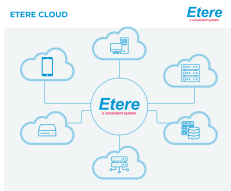
Etere logo



Workflows



Media Asset Management



Etere Cloud

Companies often deal with complex workflows that require multiple levels of checks and transfers to be done on different file formats and across different media platforms. More often than not, it is not a one-step process. The end-to-end process may include file consolidation from multiple sources, file processing by third-party applications, checks for viruses and data defects as well as distribution in multiple formats to several recipients and across multiple platforms.

If you have several playout channels, OTT systems and NLE with each one requiring different delivery methods and controls, Etere Media Asset Management (MAM) is your ideal solution. Etere MAM provides a complete and highly flexible workflow orchestration that eliminates operational inefficiencies, complexity and expensive costs. It provides automated transfers and distribution of media content, real-time status and control. In the event of an error or failure, instant notification will be sent to the correct person or group.

### Complete Workflow Orchestration and Monitoring Solution

Etere MAM is able to accommodate a diverse range of needs including the movement of data seamlessly through public, private or web platforms. It also serves as a centralized monitoring and reporting tool with real-time updates, multi-level rights management, scheduling, customized reports and automated file transfers. It includes access to all content including archived materials. Etere MAM automates the collection, processing and distribution of large volumes of file-based digital assets. It also includes metadata tracking across different systems from a centralized database, thus making it easy to have an overview of the workflow.

### Simple and Easy File Transfer via the Web and Email

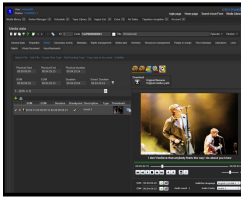
Etere MAM streamlines the end-to-end workflows including submission, distribution and online file sharing. It also provides multiple benefits including simplified file exchanges and better productivity through streamlined and integrated workflows online on Etereweb. As a software-only solution, users of Etere MAM are able to download and install the solution directly on their server and have it integrate seamlessly with all other products within their existing infrastructure. Etere uses Web Service technology to ensure the seamless integration with external broadcasting systems. It serves as an online file submission platform, thus enabling people outside the company's network to submit files easily into the organizational workflow. Additionally, it is a centralized system tool that reduces administration costs and time.

### Etere MAM Agenda: A Single Tool for Flexible Approval and Controls

Etere MAM's Agenda feature is a perfect tool for broadcasters to manage all appointments and tasks for contacts from a single interface, thus enabling the quick and easy allocation of resources during the broadcast management process. Its comprehensive user rights management system allows the administrator to configure different levels of user rights, approvals and controls.

Etere MAM ensures a workflow that is customized to fit in your environment for the best performance. In addition, Etere's distributed architecture ensures a fault-resilient and fault-tolerant performance.

### Integrated Transcoding

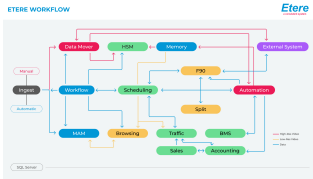


Etereweb the software

Forget the hassle to integrate different products, Etere include a transcoding technology to convert any file in any format. Etere is the only product that allows you to create an fault redundant transcoding farm for free.

**Graphical Workflow Tool for Easy Management and Monitoring**

Etere MAM is able move data easily between resources and locations. Its integration with Etere Workflow provides a graphical tool for an easy workflow design, automation and testing. Etere Workflow tool features an intuitive design that can be used even without prior experience in workflow design. Users are able to draw and edit paths, restart workflows and modify the appearance of action blocks.



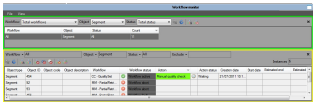
Etere Workflow

**Fast File Transfers**

Etere MAM ensures fast file transfer regardless of file size or format, thus promoting greater collaborations among teams even in distributed environments. It integrated UDP delivery formats other than standard FTP/SFTP/HTTP/HTTPS/NFS.

**Customized User Rights Management**

Users are able to define transfer and authorization settings by user or user groups. User access controls, IT administration settings and administrator privilege levels can be fully customized according to requirements, including real-time tracking, auditing of transfers and setup of IP-based user permissions.



Workflow Monitor Screen

**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.