

## Etere at the 2009 Edition of NAB Show

For the 9th year in a row, Etere welcomes you at NAB Show 2009 in Las Vegas – Booth SU3125F, Italian Pavilion, in the South Upper Hall of Las Vegas Convention Center.



Etere Old Logo

NAB is one of the most important exhibitions in the world for the broadcast, media and entertainment industry and Etere is pleased to unveil its innovative software applications on this renowned stage.

**Date:** April 18th to 23th 2009

**Venue:** Las Vegas Convention Center, USA

Etere will be showcasing these new and re-designed products and functions and their flexibility in a variety of applications for the broadcast and media market.

#### **Etere Workflow**

Etere workflow is designed to achieve efficiency in everyday information processing of broadcasters and media company. Contents, commercial orders, assets, schedules and all the steps involved after their creation can be easily organized and supervised to allow your company to reach a new level of excellence. Etere Workflow helps to plan and control the whole production process, managing and guiding users in the execution of each single step of a work project. It respects and compliments the underlying broadcasting system optimizing systems management, reducing operating costs and facilitating overall process management. Most importantly with Etere Workflow you have complete control over procedures, approval processes and overall system management.

#### **Etere MAM (Media Asset Management)**

Etere MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage, archive and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

#### **Etere SNMP Console**

Etere completely re-designed, the new Etere SNMP console as the Etere graphic configuration tool. Creating a simple graphic you can describe how the system is connected and how many objects you have. Etere SNMP console allows you to insert Etere and non Etere devices as network switches, routers and firewalls. Each different connection (sdi, ethernet, gpi, rs422) has different color

#### **Etere Traffic**

Etere Traffic is an integrated commercial management system that looks after all aspects of commercial schedule planning from commercial contracts through to program rights management; from reservation of space to real-time schedule manipulation; from on-demand report generation to contract invoicing. Traffic is a comprehensive application that allows you to centralize your commercial planning and increase your revenue through space optimization and controlled scheduling. Automated scheduling tools and extensive data sharing result in reduced operating costs. The integrated nature of Traffic ensures information is always visible in real-time allowing for enhanced inventory management and optimal decision-making.

#### **Etere Automation**

Etere Automation is a powerful, reliable and modular broadcasting system, able to enhance broadcasters' potential in terms of functions and workflow design. Its unique approach combines in a single product realtime device control and media asset management, offering a powerful mix of solutions and capabilities.

## About Etere

Etere is an international leader in the media industry. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution for all your media needs in a single package.

Etere is the only solution that is 100% workflow based for all broadcast and media environments. It taps on the benefits of having a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with a powerful performances.

From its headquarters in Tolentino, Italy, Etere guarantees one of the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoiP with unlimited calls and connection time, and a pro-active system to help diagnose problems and to optimise system performance. Etere is reliable software for a consistent system.

