

Media: Etere will not join NAB Show 2017

Broadcast & CableSat has published an article on "Etere Will Not Join NAB Show 2017".



Etere logo



Broadcast & Cable Sat
company logo



NAB Show Logo 2013

For the full article as published on Broadcast & CableSat, please view the attachment..

Abstract: Etere will not participate as an exhibitor in NAB 2017. The world is changing and big exhibitions are now less important than ever before , big events are obsolete in the internet era where you can explore everything with few clicks. Travel in the United States is more difficult and exhibition expenses have risen while product prices have fallen. We remain committed to our mission to produce more effective, reliable and flexible solutions. We wish to offer exceptional products at better pricing and thus, we chose not to waste resources on NAB 2017 participation. Etere will participate in more effective local exhibitions and increase its online presence to stay in contact with our customers.