

## Etere at CABSAT 2006

Etere will be at CABSAT 2006, which will be held from March 7-9, booth A8-31, Dubai Exhibition Centre.



After the big success of the last year, ETERE will take part at CABSAT in Dubai on 7-9th March 2005 (Dubai International Exhibition Centre).

It is the most important broadcast exhibition in the Middle East. ETERE will show the software at the stand A31, Hall 8.

Since 16 years ETERE Automation provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions. A shared framework to manage all the television business: automation, recording, archiving, scheduling, air-time sales, indexing and media asset management.



Etere logo

Now, ETERE is very popular in the broadcast market. There are a lot of TV systems where is installed ETERE, not only for the playout, but also for the scheduling, traffic, media management, etc. ETERE innovative workflow allows you to increase productivity and quality while cutting costs.

ETERE has a huge vantage against competitors, it offers a complete solution that include all the aspect of a TV station, automation, scheduling, traffic and media management. Etere will show to broadcasters an edge technology solution at a reasonable price , with more features than any other.

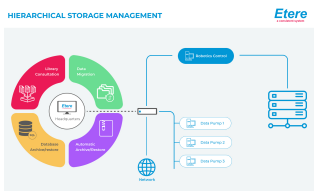
Etere is the only company worldwide able to offer you a single solution in a single package in all 'Double Byte' languages.

ETERE will show its famous ETERE Automation software. It is practically the most powerful, the most scalar and the most liable automation system among all systems offered on market.

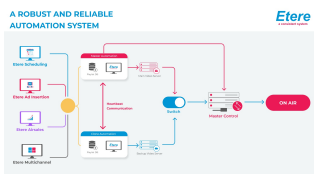
It controls all those devices which are normally used in any station: videoservers, audio/video routers, master control/mixer video, logo generators, titlers, cart machines for automatic caching, VTRs and all necessary things for your TV. Its flexibility and modularity is adequate for stations of any size or type: national, regional, local, general, specialized, single or multi channel.

The new ETERE's features are:

- ETERE HSM Enterprise: it's a system designed for broadcast use, it's not a general purpose system adapted for the broadcast needs. ETERE HSM interfaces directly the ETERE MAM/Indexing system with the tape library offering an unbeatable performance and easy of use. It uses 2 level cache optimization and partial file retrieving.
- ETERE Web Publishing: Your archive system as Multiformat source. With it you can: define multiple encoding/transcoding profiles, link profiles to destinations, create groups in your archive the link uniform delivery profiles and create distribution lists.
- ETERE Traffic enhanced rights management.



HSM Diagram



Etere Automation

## 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.

