

Etere Showcased Adobe Premiere Pro CC Integration at IBC 2017

Connected video production workflows for broadcasters and post facilities. Etere showcased the latest updates to the Etere panel for Adobe® Premiere® Pro CC 2017 at IBC 2017, Hall 8, Booth 8.B89.



Etere logo



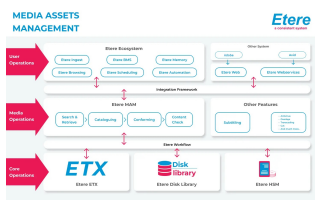
Interface of Adobe
Premiere Pro



Adobe Media Servers



IBC



Media Asset Management diagram

At IBC 2017, Etere showcased the Etere panel for Adobe® Premiere® Pro CC, part of Adobe Creative Cloud, that provides seamless operations and integrations across Etere modules including Media Asset Management (MAM) and Nunzio. IBC is the leading event for the broadcast, film and media industry, attracting more than 55,000 attendees from over 170 countries annually in Amsterdam. Visitors met with the Etere team at Booth 8.B89 to learn more about the advantages of the Etere Media Enterprise Resource Planning (MERP) concept. Etere MERP offers a dynamic production environment, supporting real-time collaborations across the entire enterprise. At IBC, Etere also presented live demonstrations of the Etere MERP product lineup, including **IT Payout, HSM, Automation, Newsroom, Media Asset Management, Censorship and Airsales**.

The latest version of the Etere plugin for Adobe Premiere Pro CC offers a range of advantages:

■Bi-directional Features for Greater Flexibility

Empowered with the new update, Etere users are able to link sequences in Adobe Premiere Pro CC directly to both new and existing asset forms in Etere MAM. Users are also able to export the markers between both Adobe Premiere Pro CC and Etere, eliminating technical barriers and enabling greater operational efficiency.

In a typical scenario, users may open sequences and projects from the Etere MAM database in Adobe Premiere Pro CC and save work-in-progress, or finished projects back to the MAM. With Etere Media Enterprise Resource Management (MERP) Cloud framework, Etere plugin for Adobe Premiere Pro CC 2017 is tightly integrated with Etere MERP modular solutions to leverage the benefits of simplified management with high accuracy and efficiency.

■**Etere Workflow:** Integration for a centralized and simplified media management without massive file transfers or duplicated media.

■**Etere MAM:** Integration with a centralized database for a multi-editor collaboration, browse and preview of assets seamlessly.

■**Etere HSM:** For partial file restores.

■**Etere Nunzio:** For very fast newsroom content publishing.

■**Etere ETX:** For 4k-ready and IT-based channel-in-a-box payout.

Etere is a Partner in the Adobe Technology Partner Program.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in 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, payout, 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. www.etere.com

About IBC 2017

International Broadcast Convention (IBC) is an established annual event that unites industry professionals engaged in the creation, management and delivery of entertainment content across the globe. Since 1967, IBC has been one of the leading events for the broadcast, film and media industry and it continues to go from strength to strength, attracting more than 55,000 attendees from over 170 countries each September in Amsterdam. The conference is matched with a extensive exhibition which brings together more than 1,600 exhibitors. IBC 2017 includes fifteen exhibition halls themed by creation, management and delivery that are complimented by a series of feature areas designed to enhance the visitor experience.