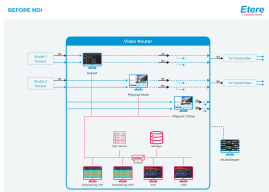


Etere Advances Software-Driven IP Workflows With NewTek NDI®

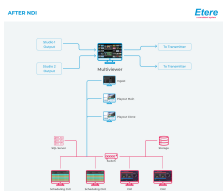
Etere Pte Ltd, a worldwide provider of software solutions for broadcast and media companies, announced its support for software-driven IP workflows using NewTek NDI®.



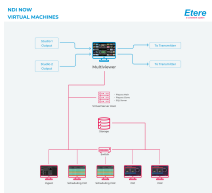
Etere logo



Traditional Workflow



Workflow of Etere Solution



Etere with Virtual Machines

Joining the industry's largest IP ecosystem of products and the rapidly expanding number of companies enabling IP-based customer workflows, Etere will integrate NDI into Etere Full IP solution to be recognizable as a source by other NDI-enabled applications and devices connected to a standard Ethernet local area network.

NewTek's royalty free NDI technology allows video and audio sources to be shared bi-directionally across a network, eliminating the need for costly direct connections, expensive cable runs, and infrastructure upgrades while turning every source into a destination instantly available anywhere on the network.

Etere streamlines operations with a fully digital solution that does not require traditional SDI hardware, cables or other accessories. Etere Full IP solution leverages the benefits of NewTek NDI, enabling IP-based workflows. The highly flexible Etere Full IP with ETX-M IP Multiviewer helps users to save up to 50% in hardware and maintenance costs and is less expensive than traditional solutions.

Etere Full IP with ETX-M IP Multiviewer is a complete solution that includes Ingest, Media Asset Management (MAM), Transcoding, Quality Control, Payout, Graphics Management, ETX-M IP Multiviewer and Closed Caption capabilities. Etere Full IP solution enables seamless and integrative Etere Ecosystem workflows, empowering users to manage any type of payout including live payout over IP. Etere Full IP solution is also integrated with Etere ETX-M Multiviewer, a digital multiviewer solution that enables users to manage and adjust up to 9 monitors and 30 sources simultaneously.

Etere Full IP solution supports the use of virtual machines to manage multiple OS environments simultaneously on the same machine. It is easy to configure with only the ETX-M IP Multiviewer that requires the SDI cards. This flexibility allows users to have a virtual environment to manage the Media Asset Management system, ingest, transcoding and payout with savings of more than 50% in hardware and maintenance costs. Etere Full IP solution is highly redundant with the use of standard IP adapters. With its distributed architecture, Etere solutions are designed to be fault-tolerant and fault-resilient.

The NDI SDK is royalty free for any company looking to establish IP workflows within their organization, or in commercial products and applications they deliver. "Software-driven IP workflows are quickly becoming ubiquitous in video production," said Michael Kornet, Executive Vice President and General Manager for NewTek. "NDI-enabled solutions like Etere Full IP solution exponentially increase the video sources available for live production creating efficiencies and opportunities for customers that did not previously exist. NDI is the most widely adopted IP technology on the market, epitomized by the millions of customers with access to it today."

For more information, visit **NewTek NDI**. **#NDIcentral**



NewTek NDI

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.

