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Content + Technology: Etere Integrates Adobe Premiere Pro CC

For the full article, please view the attached file for the full article.

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Etere logo

Content + Technology

Adobe Premiere Pro Interface

At IBC2017, Etere showcased the Etere panel for Adobe Premiere Pro CC, part of Adobe Creative Cloud, that provides integrations across Etere modules including Media Asset Management (MAM) and Nunzio. 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. During the show Etere also presented live demonstrations of the Etere MERP product lineup, including IT playout, HSM, automation, newsroom, media asset management, censorship and airsales.

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.

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.

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