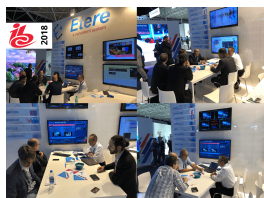


## Etere at IBC 2018

Etere will be exhibiting at IBC 2018, Booth 8.B89, at the RAI Amsterdam from September 14th to 17th. Use our customer code 3892 for a free registration.



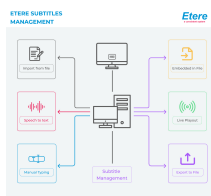
Etere logo



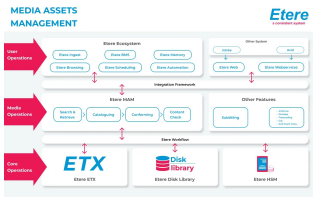
Etere at IBC 2018



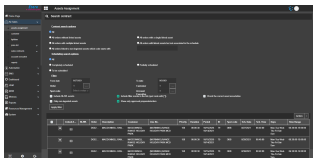
IBC



Subtitling with Closed  
Captions



Media Asset Management diagram



Assets Assignment

## Etere at IBC 2018

**Date: September 14th to 17th | Friday - Monday**

**Venue: RAI Amsterdam, Netherlands**

**Booth: 8.B89**

Use our customer code **3892** for free registration

Schedule an appointment with the Etere team at IBC 2018 for live demonstrations and in-depth product consultations to learn more about **Etere Media Enterprise Resource Planning (MERP)**'s modular, scalable, fully tapeless and workflow-based solutions. Etere MERP solutions are capable of managing the end-to-end media lifecycle including: **Media Asset Management, Newsroom, Hierarchical Storage Management (HSM), Automation, Censorship, Airsales, Broadcast Management System (BMS), Ad Insertion, Full IP Payout with IP Multiviewer, Subtitling and Closed Caption Software**

Learn more about Etere's latest innovations including:

■ **Etere ETX**, an advanced channel-in-a-box software that now supports **HTML5 plugins**. The upgrade enables a faster performance, support for multiple files and additional presentation options such as WebGL graphic overlays and multimedia support for audio and video. Etere ETX provides 4K ingest and payout, Digital Video Broadcasting (DVB) streams as well as full IP in and out capabilities.

■ **Etere Ad Insertion** is a complete software for the insertion of all types of advertisements including targeted and dynamic ads. Etere delivers a fully integrative solution that is able to manage insertion of filling events on demand, scrolling text, logo and CG insertions. With the latest upgrade, Etere Ad Insertion supports **SCTE-104 and SCTE-35**, broadcasting standards that allow users to manage pre-roll triggers for scheduled insertions as well as send graphics, logos, tickers without changing the broadcasting infrastructure.

■ **Etere Subtitling and Closed Caption Software** is a powerful digital platform for the complete subtitling process including creation, management, burning, payout and conversion of subtitles for production, post-production and live shows. Etere supports live captions, open captions and closed captions such as ARIB, Digital Video Broadcasting (DVB), CEA 608 and CEA 708. Etere also supports re-speaking using Microsoft, Dragon technology and Google Speech-to-Text technology for up to 120 languages and variants.

■ **Etere HSM** is a highly robust and reliable software that manages all archives in a single integrated environment. With the latest LTO8 support, users are equipped with double storage capacity with a 20% increase in performance over its predecessor. It provides the flexibility to select, mix and match a wide range of archive solutions. It also supports metadata integration when archiving a clip in the tape library. With its centralized console, users can manage a multi-library environment effectively and efficiently.

■ **Etere MAM** manages the digital assets and the complete workflow of any media company including ingest, index, storage and retrieval of digital assets. With Etere MAM, the content management process is streamlined with advanced workflow orchestration that simplifies complex tasks. Etere MAM supports **FFV1 format**, a lossless video codec that features compression ratios that are comparable to JPEG 200 lossless and its lower computing requirements, making it suitable for archiving. **Etereweb** interface for Etere MAM features more advanced controls and greater workflow management.

■ **Etereweb Airsales** Etere has launched a new interface with responsive technology that can be previewed on tablet and mobile devices. The interface features better manageability with an integrated contract that retains all the statuses of the current proposal including a merger of the order and proposal.

Get an in-depth demonstration of Etere software solutions at IBC 2018, schedule an appointment with us.

## About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.



## About International Broadcast Convention (IBC)

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 attract more than 55,000 attendees from over 170 countries each September in Amsterdam. IBC features a conference and an exhibition which brings together more than 1,600 exhibitors from all around the world.

<https://show.ibc.org/>

