

## Etere Showcases at IBC 2018

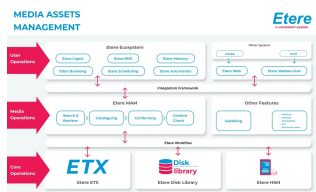
Connecting resource planning with production workflows.



Etere logo



IBC



Media Asset Management diagram

Etere, a leader in Media Asset Management (MAM) and channel-in-a-box software solutions, will showcase its Plugin for Adobe® Premiere® Pro at **IBC 2018 (Stand 8.B89)**. Visitors will get to experience the benefits of Etere solutions with on-site demonstrations, personalized consultations and presentations on how Etere software can help them to achieve their business goals. The integration streamlines management of digital content and integrative workflows for all your broadcasting needs. Visitors to IBC can drop by the booth for a first-hand look at Etere Plugin for Adobe Premiere Pro CC, part of Adobe Creative Cloud® and learn more about integrative design features of the **Etere Media Enterprise Resource Planning (MERP)** framework.

Etere Plugin for Adobe Premiere Pro CC enables a seamless management of media assets interchangeably on both the Etere software platform and Adobe Premiere Pro CC with just a single login. With the integration, users can save time and costs navigating between interfaces. With integrative workflows at the heart of its system architecture, Etere Media Enterprise Resource Planning (MERP) framework enables streamlined management of the end-to-end workflow of any multimedia company including newsrooms, broadcast production, post-production and payout automation. It also manages real-time sharing of internal and external management information across all departments in the company. Etere software solutions are completely scalable to fit the requirements of all companies.

Etere Plugin for Adobe Premiere Pro CC integrates with:

- **Etere Media Asset Management (MAM)** for the seamless search and preview of MAM assets
- **Etere Hierarchical Storage Management (HSM)** for partial file restores
- **Etere Promo Placement** to receive new promos
- **Etere Nunzio Newsroom** for very fast content publishing in newsroom

Etere software is designed with a distributed architecture and features reliable performance so that its users can focus on the things that matter. Etere support contract provides not just 24/7 professional worldwide support, it also takes care of all software updates at no additional charges, keeping users at the forefront of technology and providing the best value for their investment.

### Etere at IBC 2018

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

**RAI Amsterdam, Netherlands | Booth: 8.B89**

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

### Adobe at IBC 2018

At IBC 2018, Adobe will reveal new video features coming soon to Adobe® Creative Cloud® that bring creative power, production efficiency, and connected tools for broadcasters, brands, filmmakers, and online content creators. The upcoming release will include new production tools for motion graphics, color, audio, animation and immersive content. IBC attendees can see the features, available later this year, at the Adobe stand (#7.B35). For more information, visit [www.adobe.com](http://www.adobe.com).

## 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 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 headquarters is in Singapore and it has a 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/>

