

## Etere to Showcase Plugin for Adobe Premiere Pro at NAB 2019

Etere will be showcasing its MAM Plugin for Adobe Premiere Pro® at NAB show 2019, Booth SL5616, Las Vegas Convention Center.



Etere logo



NAB Show Logo 2013



Adobe Premiere Pro

With the plugin for Adobe Premiere Pro, users are able to access media sequences and projects directly from the **Etere Media Asset Management (MAM)** with a single login. Beyond viewing, users are able to edit in Adobe Premiere Pro and save the changes directly in Etere Media Asset Management. Etere features a centralized database that enables multiple editors to browse and preview assets seamlessly. To restore files, users are able to access **Etere HSM** from the same console. Etere HSM is also cloud compatible and equips users with software tools to access the files needed quickly. Beyond the newsroom, **Etere Nunzio Newsroom** enables users to publish news stories quickly and easily from the web. For payout, **Etere ETX** provides 4K capabilities and is ideal for both IP and SDI payout.

### Etere at NAB Show 2019!

Date: April 8th to 11th 2019 | Monday - Thursday

Venue: Newtek NDI Booth SL5616, Pod 14, Las Vegas Convention Center, USA

The latest version of the Etere plugin supports the latest features available in Adobe Premiere Pro including:

- New Lumetri Color tools for selective color correction
- Display color management: Automatically converts colors to the color space of your display
- Create and edit multiple Lumetri color effects: Allows the creation of multiple effects or layers stacked
- Allows the creation and publication of professional quality video on iOS, macOS or Windows
- Intelligent audio cleanup: Reduces background noise or reverb
- Edit and transform vector graphics, eliminating render bounds
- Edit source text and group properties in motion graphics
- Change the duration of motion graphics template

Etere is a member of the Adobe Exchange Developer Program.

### Adobe at NAB Show 2019

At NAB Show 2019, Adobe will showcase smarter video and audio tools for improved performance and richer storytelling. The powerful new updates available today in Adobe Creative Cloud tools include ground-breaking Content-Aware Fill for video, powered by Adobe Sensei, to remove unwanted objects from footage, along with new capabilities for fine-tuning graphics, automating animations, refining audio mixing, and organizing and preparing media. Adobe Creative Cloud offers the world's best video apps and services with the most deeply integrated product workflows. NAB attendees can see the latest product demos at the Adobe booth (#SL5610, South Hall in the Las Vegas Convention Center) and at more than 100 partner booths from April 8–11. For more information, visit [www.adobe.com](http://www.adobe.com)

## About Etere

Etere was established in 1987 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 MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support. [www.etere.com](http://www.etere.com)



## About NABshow

Since 1923, NABshow has served as a platform for pioneering technology in television broadcasting, radio broadcasting, music and film. It continues to unite the latest emerging innovations and transformative industries leveraging content to educate, entertain and inspire. The event is expected to attract over 102k visitors from over 160 countries. [www.nabshow.com](http://www.nabshow.com)

