

# Etere supports the IMF format as a free upgrade

Etere has now supports the Interoperable Master Format (IMF) as a free of charge upgrade.



Etere logo



IMF

**Interoperable Master Format (IMF)** is a file based framework that deals with the exchange and processing of multiple versions of content. Dealing with needs such as airline edits, special editions, and different language, the **IMF** format works to exchange and process the work to ensure a high quality finish after a file is converted. The **IMF** format behaves similar to desktop folders, storing all related assets, such as multiple language files, camera angles and subtitles, in a single location and adapting easily for distribution, making it the most effective as a content delivery standard. For example, a television show needs to be converted into different formats to support broadcasts on a television station, an airline, or an online video provider.

**Etere** is always on the forefront of new technology, making sure that our customers receive the latest technology. As such, **Etere** is providing its customers with a free system upgrade to support the **IMF** format. As the **IMF** is a SMPTE standard for providing a single, interchangeable master file format and structure for dissemination of content around the world, by adopting the **IMF** format, converting files for distribution across different platforms becomes much easier, allowing **Etere** customers to save more time as well as prevent instances of asset duplication.