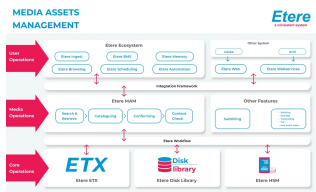


## Etere MAM integrated with Transtel

Etere announces the improved compatibility of the Etere MAM system that can work in tandem with Transtel's newsroom automation.



Media Asset Management diagram



Transtel

Etere introduces a collaboration with Newsroom Systems software company, Transtel. This collaboration allows for full integration of Etere's highly acclaimed **Media Asset Management (MAM)** solution with the Transtel newsroom systems.

This improved integration allows users to be able to access their files through their Transtel newsroom interface. The files, saved to the user's MAM database, are able to be easily retrieved through Transtel's systems without the need for import or export of files. This streamlines the newsroom processes by reducing the time required to extract and edit a file, making it crucial for a busy newsroom setting. All information saved into the MAM database is able to be accessed from all aspects of the Transtel newsroom, and is able to be imported into the teleprompter or the story files. The quick movement of information and direct export into the MAM database makes this a convenient feature for a fast paced broadcasting environment.

This integration provides users with a cost effective and convenient method of linking their systems into one streamlined workflow process, without compromising on time or quality. This integration is fully scalable, allowing the user to expand its systems with no detriment to the system's operability.

This integration is, as with all Etere automation solutions, a fault-tolerant and user-friendly system, which does not require customers to have any software expertise. The developed solution comes with all the benefits of Etere's distributed architecture, being intrinsically modular and fault tolerant.