

## Etere for Rete Oro

When a reliable software becomes an asset for a TV station management.



Rete Oro

Etere confirms its success on the broadcasting market: a renewed collaboration with Rete Oro based on the request of a flexible system designed to fit customer's workflow and to perform efficiently.

The Italian Rete Oro station chooses Etere reliable solution for the advanced management of their playout, mainly for commercial planning, scheduling and automatic playout for 2 tv channels, each one with an independent scheduling.

"We needed a reliable system to manage our two TV channels and Etere has been the right choice." says Claudio Pasquinelli, managing Director at Rete Oro.

"We were looking for solutions that could offer us opportunities for growth and for increasing our operating efficiencies. The Etere solution, with its modularity and flexibility, responds to this need perfectly. Etere is a software we know we can rely on from a company with great support and service".

The flexibility and scalability of the Etere system will facilitate Rete Oro production and transmission. In addition, because the Etere system is built on an open architecture, it will allow Rete Oro to optimize its content investment by enabling easy updating for new services.

Together with its software solution Etere has provided Rete Oro with a license for up to 5 workstations.

Etere software manages the following devices:

- a Grass Valley K2 videosever
- 3 VTRs for ingest
- 2 Audio/Video Router

### **About Etere**

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)