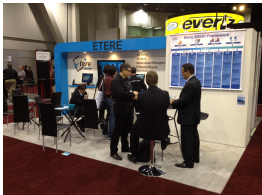# Etere MERP: Great Success at NAB Show 2012

Etere MERP has captured the attention of people that visited Etere's booth in Las Vegas

NAB Show Logo 2013

NAB Show 2012

NAB 2012

Etere MERP (ERP technologies with rich media extension) is a complete solution for Media Asset Management, workflow-based operations and resources planning on a distributed architecture.

Etere, as usual, anticipates market requirements by fostering new researches and development of its software. For Etere, the present consists in the implementation of its new MERP approach which for other companies it is still future!

When you are ready to start working proactively (instead of reactively) then you're ready for an ERP consultation, some of the most important features achieved with MERP include the following ones:
■ Company leadership has chosen to integrate solutions to work in conjunction with existing systems
■ ERP implementation does not require a "start from scratch" mindset. In truth, you can leverage existing technology investments and integrate them with any ERP system.
■ With new software modules that offer out-of-the-box functionality and significantly shorter implementation times, ERP is within reach for most companies.
■ Improved information for planning and decision making
■ Availability of up-to-date information
■ Support for workflow automation

The event has attracted a large number of broadcasters with attendees coming from all throughout world, being worthy mentioning that lot of them were attracted by the solutions offered by the Italian company.

Fabio Gattari, Etere President, commented with satisfaction on the Etere's participation: "The broadcasters know very well the importance of a company for being able to provide a total solution which covers the management of digital assets across their various areas such as ingestion, annotation, cataloguing, storage, retrieval and distribution'. Mr. Fabio continued: 'Etere is the best solution: flexible, modular and effective for managing any kind of digital assets'.

During the show, Etere has showcased to the public the complete Etere's suite that allows broadcasters, media companies and content providers to build a flexible and scalable system to carry out their entire media production, from ingest to playout to content delivery, under a fully tapeless and paperless workflow-based digital environment. The positive response received by Etere at NAB 2012 certainly promises to open the door to new and exciting opportunities.

Etere is a consistent system!