

## Etere at KOBA 2012

Etere helps you to move to the future thanks the latest developments on Etere MERP: "One framework for all your business". Etere, a leading company in broadcast and media organization, will attend the 2012 edition of KOBA Show from May 29nd to June 1st, booth C654. Etere's main focus at the Show will be showcasing its consistent and fully comprehensive end-to-end software solutions.



Fabio Gattari



Etere logo

### WHAT YOU SEE AT THE STAND?

Etere will be demonstrating its latest applications for broadcasters, production and post-production companies, content providers and more. During the four-days exhibition, Etere will be showcasing the most comprehensive products in the broadcasting industry with one-to-one demonstrations on its latest news.

### WHY IS ETERE DIFFERENT?

Etere is able to manage with a common framework all functional departments that are involved in operations or production, this single common interface makes of it the natural evolution of the broadcast world since it is both, cross-functional and enterprise wide.

ETERE MERP (Media Enterprise Resources Planning) is the edge of broadcast technology; it combines in real-time all the -media and metadata- necessary with no integration problems and supreme performances. MERP is the edge technology in broadcast that is going to replace all the traditional architectures and turn your workflow "smooth and intelligent" since it's the most effective solution to perform each one of your business processes under 100% software single framework. Upgrade to ETERE, the unique one single solution for your business; leverage the best overall performance, lower cost of ownership, guaranteed result and outstanding support. A single complete product gives you the guarantee of the best accumulated performances and the most simple integration.

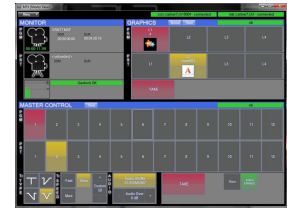
We invite you to read the chapters contained in this document to get a complete overview of the powerful capacity of Etere. Please visit Etere booth C654 where you can meet Fabio Gattari -our Asia Pacific Sales Manager- who will be glad to offer you a special custom demo on hot products and solution topics.

## IT Based Payout - MTX includes MC

Etere is the pioneer of IT-based payout, since the release of Etere 14 (2004) when the first broadcast video server was delivered. Etere has upgraded MTX to reach the target of a full IT-based payout, integrating in it Master Control functions. With the new MTX panel you will have all the standard functions of a master control with just a touch of your monitor.

MTX substantially reduces capital expenditure and operating costs for television facilities since it replaces proprietary broadcast payout and processing hardware with standard IT servers and Etere software. Cost savings are achieved through reduced purchase costs, faster revenue generation, improved system scalability, and more efficient workflows. The use of an arrangement-convenient IT hardware will also result in a significant reduction of space and power requirements, as well as in a simplified maintenance. Thanks to the IT-based architecture of MTX, facilities can easily increase channel counts without traditional scaling constraints, its simplified system design will allow a much faster deployment of new facilities, additional channels and services, that is, MTX can be seriously considered as a system for lifetime.

Etere approach uses the same devices virtualization present in Etere Automation product to deliver an unlimited channel Master Control switcher. With MTX you will need only one server to payout, switch, fade dissolve, insert logo and do all the CG functions.



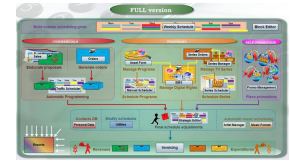
## Tapeless Workflow

Etere Workflow goes beyond the "less-tape" approach by providing broadcasters with a really "tape-less" solution, this by offering the possibility of introducing a digital-based workflow concept into the core of their broadcasting system to integrate and take full advantage of all digital technology present across the system. Etere Workflow is based on the concept of "the biggest value of a broadcaster is its workflow", that's the reason why everything is managed to be captured, produced, elaborated and sent on-air, under a complete digital environment that covers data files from their recording until their broadcasting. Additionally, Etere Tapeless Reception keeps stations communicated with external agencies by allowing authenticated access to digitally deliver restricted video and metadata, avoiding loss of quality and content.



## Commercial Sales & Rights Management

Etere Air Sales is a module dedicated to the commissioning and planning of broadcast commercial activity, this versatile and efficient tool ensures that your commercial orders will be generated and managed professionally and efficiently, maximizing in this way the air time planning productivity, and streamlining the overall commercial management. This module allows agents to elaborate sales proposals for advertising space, managers to either approve or reject them, operators to perform their schedule with frame-accuracy, and accountants to carry out the most common invoicing operations. Etere BMS is an invaluable tool specifically oriented to the management of licensing rights, it provides full monitoring of rights status of individual and associated assets, giving you total control over the rights management process through the definition of licensing contracts referred to specific assets such in a way that they will be treated differently from normal assets, that is, taking account of its contractual limitations.



## Long-Term Archiving

Etere HSM is the cost-effective solution to radically streamline the management of expensive tape libraries; allowing stations to optimize the migration of contents including high and low versions as well as associated metadata. Etere HSM improves the management of libraries by controlling their mechanical movements through the HSM Robotics Control and HSM Data Pump applications, which are able to run several data pumps on different machines to boost their throughput, while offering access to real-time logs, reports and statistics.

