

Etere "One framework for all business"

Etere continues its collaboration with the Lebanese' distributor Pharaon Broadcast and will take part to the event that will be held on 4/6 Dec. 2012 in Beirut



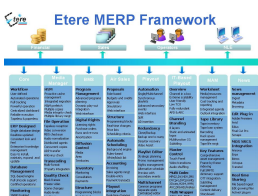
Etere logo



Pharaon Broadcast Open House company logo



Booth at Pharaon Open-House 2012



FrameWork

Etere is pleased to announce its participation to Pharaon Broadcast open-house that will be held in Beirut on 4/6 December at Monroe Hotel.

The event is a great opportunity to look at the latest innovative and advanced broadcast software solutions developed by Etere for broadcasters and media companies. The attendees can discover the breakthrough solutions that Etere gives them to improve the efficiency of their workflows while cutting cost.

The focus will be on Etere MERP approach:

- a flexible and powerful platform for a better and efficient management of the company's resources
- a global workflow driven framework to manage all the business
- metadata updated and shared in real-time

With Etere MERP your workflow becomes really 'smooth and intelligent', like an orchestra maestro which merges the sound of each instrument in a wonderful music !

Etere will showcase its fully integrated range of enterprise-level software modules, among which: Media Asset Management, Archiving, TV Automation, Tapeless reception, Air Sales, Programs Management, Scheduling, News Automation & Media Integration and more.

Etere's suite allows to build a flexible, scalable and customizable system capable of carrying out the entire media life cycle from production to ingest and playout, from archiving to content delivery in multiple formats for multiple purposes, under a fully tapeless/paperless and workflow-based digital environment.

Our sales representative, Marco Taddei, will be glad to meet and show you the unique features of Etere MERP at Pharaon Broadcast open-house.

Etere is a consistent system!