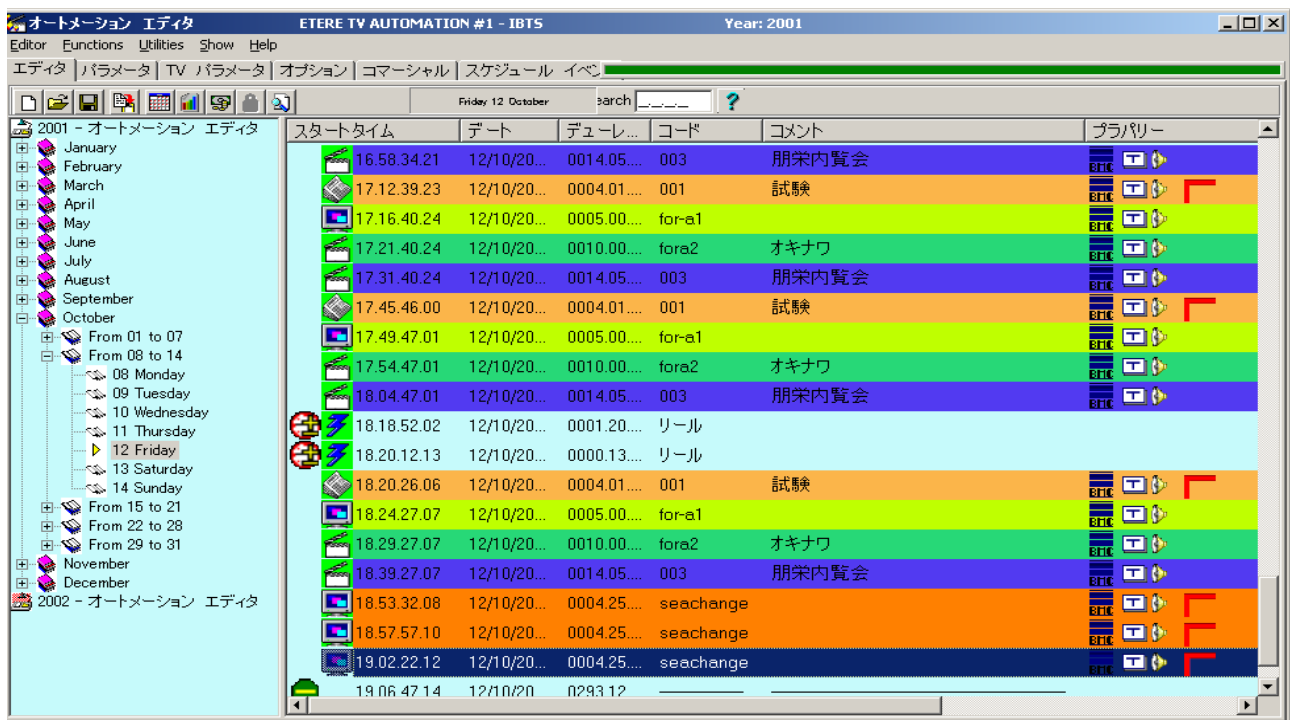# NEWS PRESS RELEASE

Made in ~~Japan~~ Italy

Tokyo, 12th October 2001 - A big success, this is the correct description of the 1st ETERE exhibition in Japan. **ETERE** took part in FOR-A's 30th Anniversary private exhibition, held 11th ~12th October at FOR-A's new Tokyo headquarters. **FOR-A**, a leading video and audio manufacturer and system integrator in Japan, is also known worldwide as a provider of smart solutions, where FOR-A products usually offer more for less, and are technologically advanced. During the 2-day private exhibition, 800 customers visited the new FOR-A building, to view their latest line up of products. **ETERE Automation** was an unexpected success, with unsuspecting FOR-A customers not expecting an automation solution within their product offerings. ETERE's product was also voted in a questionnaire as one of the top 5 most interesting products for the Japanese market at the exhibition.

One key feature for this success was due to the double byte language capability of ETERE, which allows showing ETERE in Japanese, custom-tailored to the local language. In addition to displaying in Japanese, ETERE Automation is especially suitable for other Asian markets, with its **ability to compile on air schedules in all "double byte" languages**, improving the easy of use of ETERE Automation in all such languages. Now any title, code, user note, etc, can be written into ETERE, without any limitation on characters of any language.

In Japan, as in Italy, the use of English is not common, so customers usually demand a Japanese interface. Other key features include integrated browsing, and the schedule & traffic system. Japan is also a place with ever-changing new technologies, and ETERE has shown its unique TCP/IP control of SeaChange server systems. The distributed architecture of ETERE was accepted because of its intrinsic fault tolerance, a feature that fits perfectly with SeaChange's unique Raid 2 architecture. This feature is much appreciated by Japanese broadcasters, as they traditionally have come to depend on fault tolerance and fault resilience, with continuity of service a must of Japanese TV stations. With distributed architecture, scalability is very simple: you can run a different process for each activity you need. Adding channels, devices or scheduling PCs does not involve any changes in the existing architecture. You can increase the number of tasks as you need, but with additional tasks not meaning additional PC's. In your PC many text files can be edited at the same time, running different copies of Word, or text can be edited and a spreadsheet run with Word and Excel at the same time. It is the same with ETERE Automation distributed technology: you can run all TV activities in one PC or in 100 PCs, depending mainly on your station needs. But the most important news item is that FOR-A has decided to distribute ETERE in the Japanese market, which should give a decisive impulse to upgrading Japanese TV to new technologies such as ETERE and SeaChange, among other products distributed by FOR-A.

ETERE's next appointment is 14th~16th November at **InterBEE**, the broadcasting exhibition of Japan, where ETERE will be on display inside the FOR-A booth, to be *the* place where all Japanese broadcasting stations will have the opportunity to decide on upgrading to ETERE distributed architecture.