



## ETERE PRESS RELEASE

### ETERE BAGS SOLAR'S MULTI-CHANNEL AUTOMATED COMMERCIAL INSERTION AND PLAYOUT

January 2003 (Manila, Philippines) - A digital multi-channel automated play out and commercial insertion system has been successfully installed at SOLAR Entertainment Corporation's uplink station. SOLAR, one of the leading Philippine media companies has chosen SeaChange's Broadcast Media Cluster (BMC) Server and **ETERE Automation** for its 24/7 play out and commercial insertion system. Indeed, as a company that receives and distributes local and foreign contents, SOLAR must have a reliable and powerful system that is server based, capable of future expansion, manages workflow and absolutely fault resilient - the perfect turnkey solution for their uplink operation. Proposed and installed by Media Convergence, Inc., the SeaChange - ETERE tandem for SOLAR started its pilot run on November 2002. The company is now operating on a three-node Media Cluster based on their existing capacity and this can expand as their need arises.



"The deciding factor for choosing this solution is based on its technology and attractive pricing," says Ralph Roy, Vice President for Broadcast Operations.

The CEO of Media Convergence, Inc., Al Banguilan affirms, "We are happy that Solar has chosen SeaChange and ETERE system. It is our trust that more and more Philippine broadcast stations and the like will experience this kind of technology for world class digital broadcasting and long-run cost effectiveness."



SOLAR broadcasts from Antipolo, Rizal, a thirty-minute drive from Metro Manila, the Philippine's national capital region. Major Philippine cable operators as well as over 350 independent cable operators nationwide carry the network's channels serving over 1.5 Million subscribers. Aside from cable programming, Solar's Television division handles free television programming which also adds to the number of the SOLAR channel's viewers.

### **About ETERE Automation**

ETERE was established in 1980. It's a symbol of leadership, technology and dynamism, in Italy and all over the world. The company's aim is to hold and strengthen its position both in Italy and abroad, by giving in the meantime its contribute to the technological development of broadcasting stations. ETERE is expanding its co-operations with the major video-server manufacturers. Customer is the focus of all ETERE's new marketing, research and development choices. And the challenge goes further on: ETERE intends to anticipate market requirements, using more than 50% of it's revenues in research and development.  
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### **About Media Convergence, Inc.**

Media Convergence, Inc. specializes in delivering solutions for content creation, distribution and management. Key partners helping the company to provide great solution at extremely great price are as follows: SeaChange International, Etere Automation, Miranda, Ross and many more. For more information about the products and services Media Convergence, Inc. offers, please contact them at: Phone (+632-4264360), Fax (+632-4264350), or email: [info@mediaconvergenceinc.com](mailto:info@mediaconvergenceinc.com).

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