



Upgrade to Etere ■■■

**FOR IMMEDIATE RELEASE**

ETERE AT BROADCASTASIA 2004  
See us at: Booth 2J3-14



Singapore, BroadcastAsia 2004 - ETERE will take part of the most important broadcast exhibition in the Asia-Pacific market: **BroadcastAsia 2004** in Italian pavilion.

Since **15 years** ETERE provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions.

Now, ETERE is very popular in the Asian market. There are a lot of TV systems (in the Philippines, Thailand, India) where is installed ETERE, not only for the playout, but also for the scheduling, traffic, media management, etc.

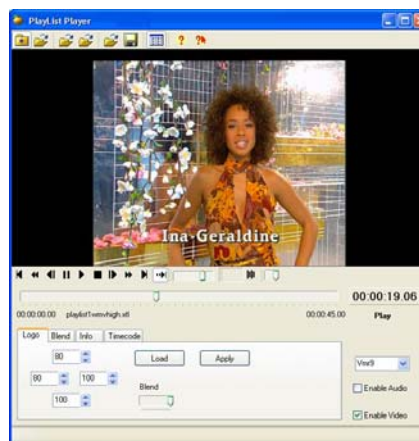
In the booth we will show all ETERE solutions but the most important are:  
ETERE Automation, the new low-res Browsing, the Document Management and the possibility to compile the schedule in all 'Double Byte' languages (important feature for Asian Market)

**ETERE Automation** is practically the most powerful, the most scalar and the most liable automation system among all systems offered on market. It handles all aspects of TV Automation: recording, compiling and publishing schedules, and archiving the actual On-air broadcasting.

ETERE Automation is what it takes for your TV automation. It controls all those devices which are normally used in any station: videosevers, audio/video routers, master control/mixer video, logo generators, titlers, cart machines for automatic caching, VTRs and all necessary things for your TV. Its flexibility and modularity is adequate for stations of any size or type: national, regional, local, general, specialized, single or multichannel.

With the **integrated browsing**, you can preview the video and approve it in a complete tapeless workflow. Also you can simple cut editing for functions like censorship o commercial insertion. While preparing the schedule, you can view directly on your monitor the video you are handling.

**ETERE Browsing** is able to do J&S, audio scrub and logo/ subtitle preview.





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ETERE presents a big innovation for the archiving of the present documents in a television broadcaster: the **Document Management**. Since nothing today several paper sheets will in the offices and not never it happen more that a Documents does not find when it serves!

The Document Management is a system for the management of the documents, it allows to memorize documents of any kind in a SQL database, such documents can be acquired by scanner or directly inserted if already you present in digital format.

ETERE Automation developed a solution for the Asian market: the possibility to **compile the schedule in all 'Double Byte' languages** (Chinese, Thai, Japanese, Korean, etc.).

Only ETERE offers the opportunity to have automation software in any language you want. To compile a schedule and to search a clip on database is simple, fast and without errors. On your request, you could have ETERE in all languages supported by the Windows, practically all existing languages!

Now any title, code, user note, etc. can be written into ETERE, without any limitation on characters of any language.

For further information regarding ETERE solutions, visit our web-site: [www.etere.com](http://www.etere.com)

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