



Upgrade to Etere 

FOR IMMEDIATE RELEASE

ETERE in Turkey for NTV

Istanbul (Turkey), 10th February 2005 - After the many successes in Asia, in the UAE and Lebanese, ETERE has completed the first installation in Turkey for NTV.

NTV is a part of the MSNBC group: is a groundbreaking joint venture from Microsoft and NBC



Etere manages the on-air of the 6 channel and controls a BMC SeaChange videosever.

Etere controls 2 VTR for the ingestion, controlled via RS422, dedicated to the filing/ingestion.

The 8 channels are independent and they have a digital system thanks to the full caching technology.

ETERE doesn't manage only the on-air, but also the general scheduling with two schedule levels for the maximum flexibility:

- Presentation Editor (high-level multifunctional editor for the construction of sophisticated schedules)
- Instant Editor (it allows to modify the schedule even a few seconds before going On-air.).

For further information, please visit: www.etere.com,
or send an e-mail to: barbara.zollo@etere.com