FOR IMMEDIATE RELEASE

ETERE AT SMPTE 2005 (Techtel stand: E36)

July 2005 **- ETERE** will take part, for the first time, at the SMPTE in Sydney, the most important broadcast exhibition in Australia.

ETERE will show the software at Techtel's booth (E36). Techtel is Etere's distributor in Australia.

Since **16 years** ETERE Automation provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions.

Now, ETERE is very popular in the broadcast market. There are a lot of TV systems where is installed ETERE, not only for the playout, but also for the scheduling, traffic, media management, etc. ETERE innovative workflow allows you to increase productivity and quality while cutting costs.

ETERE has a huge vantage against competitors, it offers a complete solution that include all the aspect of a TV station, automation, scheduling, traffic and media management.   ETERE will show to broadcasters an edge technology solution at a reasonable price, with more features than any other.

Australia is a new market for the Italian company, so at SMPTE it will show all ETERE solutions to manage your workflow with a common framework.
Also, you can see the new interface of ETERE MAM with the support of the all SMPTE metadata.
ETERE MAM as any other ETERE product for the news is fully compliant with MOS protocol specification during this exhibition we will show the integration with ENPS system.

Mr. Fabio Gattari, president of ETERE, will take participate like speaker to the conference on the Workflow & Asset on Thursday 21 July. This is a good opportunities in order to introduce the company in Australian market.

Further information about ETERE solutions is available on the internet site: www.etere.com

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