



Upgrade to Etere 

FOR IMMEDIATE RELEASE

ETERE AT CABSAT 2005



ETERE will take part, for the first time, at CABSAT in Dubai on 8-10th March 2005 (Dubai International Exhibition Centre).

It's the most important broadcast exhibition in the Middle East. ETERE will show the software at the **stand A7-1** with the local distributor: Salam Technical Services.

Since **15 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.

At CABSAT, we will show all ETERE solutions but the most important for the Middle East market are:

- the possibility to compile the schedule in all **'Double Byte' languages**. Only ETERE offers the opportunity to have automation software in any language you want.
- **Censorship**: an indispensable instrument for all those stations where is necessary to perform particular cuts of the video asset before the On-air. This can be done in all cases when some specific laws should be followed, which foresee limitations when broadcasting certain messages and/or images.

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

Press contacts: Barbara Zollo
barbara.zollo@etere.com