



Upgrade to Etere 

FOR IMMEDIATE RELEASE

In Estonia for Kanal 2

Tallin (Estonia), 29th august 2005 – ETERE 'lands' to Estonia for Kanal 2 broadcasting and scheduling management .



The tender has been won by the ProMedia Inc. system integrator, that proposed Etere.

Negotiation was going on for a year, the customer had chances to see Etere potentials, during last IBC.

This success can only declare Etere as one of the most used software in the broadcast world that spreads to the Eastern Europe market.

In the system Etere controls: a Leitch Nexio and a Videotek Prodigy master control by RS422 and an audio/video router Knox RS16x16 by RS232.

The system is inspired to the concept of Full Caching automation where videosever is meant to broadcast all events (excepted the live one).

Full Caching automation offers remarkable advantages: extreme flexibility, quality, reliability, chance to operate on broadcasting in real time, cutting down, the maintenance coasts previously needed for the apparatus (e.g.: VTRs), and consumer materials needed from them (e.g.: tapes), complete redundancy.

Commercials do not need to be set in advance and even last minute changes can be exported to the schedule, in any moment and whatever is the format.

The offered solution allows to cut down time and costs.

The installation was equipped with ETERE Memory: the digital video logging system that records, archives files in Mpeg4 format on hard disk and with ETERE Transcoder that manages 2 simultaneous processes to have clips both in high and low resolution.

For further information on Etere, please visit:
www.etere.com

Contact:
Barbara Zollo
barbara.zollo@etere.com