FOR IMMEDIATE RELEASE

ETERE AT NAT EXPO 2006

ETERE will show its **software broadcast solutions** at the
stand C74 in Hall No.3

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

ETERE has a huge vantage against competitors because is the only company worldwide able to offer a complete solution for your TV station using a shared framework to manage all the television business: automation, scheduling, air-time sales, traffic, media management and indexing, archiving, news, recording/ingest, video logging and audience control, web, etc.

ETERE will show to broadcasters an edge technology solution that includes more features than any other in a single common framework.

ETERE will show at NAT EXPO its famous ETERE Media Management, Traffic, Automation and other software solutions for TV stations of any size and any type

ETERE Automation is practically the most powerful, the most scalar and the most reliable automation system among all systems offered on market.
It controls all the devices which are normally used in a TV station: video servers, audio/video routers, master control/mixer video, logo generators, titles, subtitling system, cart machines for automatic caching, VTRs and all necessary things for your TV.
Its flexibility and modularity is meant for TV stations of any size and type: single or multi channel, national, regional, local, satellite, cable, general, thematic,….

The new ETERE's features are:

- **ETERE 16.3:** it's a new design of the ETERE system. More Wan oriented, with increased security to be used also from geographically distributed companies. **ETERE 16.3** is a major release of the system that also includes full Microsoft SQL2005 support and more than 50 new security properties to be set
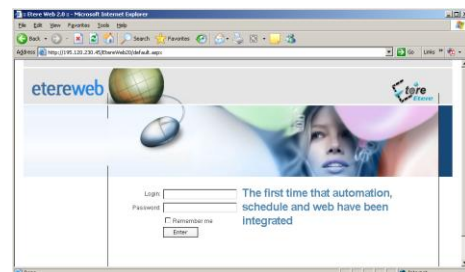
- **ETERE MAM:** it's a software solution completely modular and flexible. MAM can index and manage a huge amount of video asset. Actually, the acronym MAM stands for Media Asset Management. Assets are tapes, video files or other formats usually described with a lot of metadata. Metadata were, in the past, written down piling up an impressive amount of data growing more and more. Nowadays, networks easily manage digital metadata thanks to the use of MAM. ETERE MAM solution is an extension of the Automation and offers the big advantage of an integrated indexing and scheduling solution

  ETERE MAM: it's the end-to-end software to manage both digital media assets and their delivery on multiple platforms in real time. MAM, ingests, handles, exchanges, indexes digital contents in all possible ways, taking care of data transmission and storage at the same time.
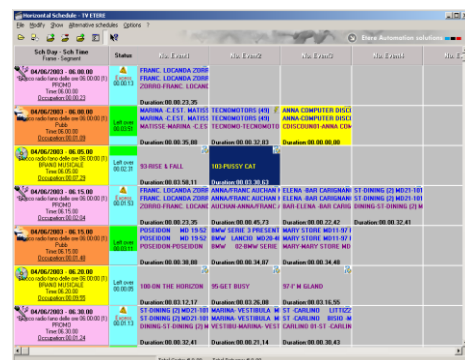
- **ETERE HSM Enterprise:** it's a system designed for broadcast use, it's not a general purpose system adapted for the broadcast needs. ETERE HSM interfaces directly the ETERE MAM/Indexing system and Etere Automation system with the tape library offering an unbeatable performance and easy of use. It uses 2 level cache optimization and is able to spread out on a geographical sites for multiple redundancy.

- **ETERE Web 16.3:** A complete new redesign of the web system to be .net compliant. A new interface more easy to use and hundreds of new functions available. Etere web 16.3 is not an upgrade while a new powerful product that came after several years of experience.

- **ETERE Traffic 16: a complete redesign.** It manages many of the business processes in the sales/traffic and programming areas, delivering competitive advantage through reduced operational/costs and improve efficiencies. ETERE will show the new commercial, document and rights management. Moreover, it's completely integrated with browsing, web integration and the billing management.

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