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FOR IMMEDIATE RELEASE



ETERE AT CABSAT 2007

This year will be the 3rd one to see ETERE taking part at CABSAT in Dubai on 6-8th March 2007.

After the great success of 2005 and 2006 editions, the Italian company wants the most important Middle East exhibition to become a fixed appointment of its international businesses.

ETERE will show the software at the **stand 111, Hall 1.**

Since 17 years **ETERE Automation** provides the most powerful, flexible, cost-effective, high-performance, end-to-end broadcast solutions. A shared framework to manage all the television business: TV automation, Media Asset Management, Archiving, Traffic, AirTime sales, News Integration, web sharing

ETERE is the only company worldwide able to offer you a single solution in a single package.

ETERE is very popular in the broadcast market. There are a lot of TV systems where is installed ETERE software is the solution, 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 and unique solution that includes 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 2007 ETERE will show all its range of products, mainly ETERE MAM AND HSM

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



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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.

The Italian company wants to draw its client attention to this important new feature:

MAM and HSM bundled solution to create the archive for your station for both analogic and digital content including upload and download from devices and SDI interface.

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 with the tape library offering an unbeatable performance and easy of use. It uses 2 level cache optimization and partial file retrieving.

All the features the Italian software company offers can be settle in **all languages**, this means that the pc titles, codes, crawl text, user notes and so on, can be freely translated in to any *Unicode language* without any characters limitation.

Only ETERE can provide language support on demand, giving windows interface localization in all languages supported by Windows O.S
Also all the reports will be in your language.
Etere offers also a localized interface in different languages, including the help on line

