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ETERE EXTENDS OMROEP BRABANT SYSTEM

An example of partnership between a reliable technology supplier and user

Tolentino, 08 April 2008 Omroep Brabant has confirmed Etere as the provider for their playout automation system and has asked the extension of the Etere solution already in use. Omroep Brabant is the regional broadcaster for the province of Noord-Brabant and is among the 3 most important broadcasters in Holland.



The customer's choice to confirm Etere's reliable software comes from their need to rely on an integrated consistent solution for the management of their increased asset.

"We use Etere to manage the broadcasting of our commercials and the playout of our carousel on TV - the perfect and reliable solution apt to our needs" says Willy Bollen, Technical Manager at Omroep Brabant. "The great flexibility of the system encouraged us to choose Etere facilities and it has satisfied all our requirements".

Etere has supplied Omroep Brabant with an additional commercial split channel automation to meet their request for efficiency, as they are managing 4 stations at the same time. The software is designed to grant them minimum human intervention and maximum confidence.

For a fast and secure playlist management, Omroep Brabant has also been provided with Etere F90 for the automatic import, allowing the continuous upload of the new playlist with the operator only needing to confirm the changes. Even the problem with last minute changes no longer exists. The schedule is always updated and the risk of error is reduced.



About Etere

Etere is a worldwide company and leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses.

With more than 19 years experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions.

Etere is the only company worldwide to offer you a solution in a single package for all your media needs.

A common framework where there is a real-time sharing of all the data among several applications to manage all media business requirements: automation, recording, archiving, scheduling, traffic, air-time sales, indexing and media asset management.

Its easy-to-use workflow is able to coordinate all the areas with an unbeatable performance.

Etere is a 100% software solution working on standard IT hardware.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sale support service on the market with engineers ready to give professional assistance. The service includes voice, mail, Vpn and VoiP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

A reliable software that gives you a consistent system.

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For more info, please visit www.etere.eu or e-mail info@etere.eu