



A consistent system

▶ FOR IMMEDIATE RELEASE

ETERE FOR RETE ORO

When a reliable software becomes an asset for a TV station management

Tolentino, 16 January 2008 Etere confirms its success on the broadcasting market: a renewed collaboration with Rete Oro based on the request of a flexible system designed to fit customer's workflow and to perform efficiently. The Italian Rete Oro station chooses Etere reliable solution for the advanced management of their playout, mainly for commercial planning, scheduling and automatic playout for 2 tv channels, each one with an independent scheduling.

"We needed a reliable system to manage our two TV channels and Etere has been the right choice." says Claudio Pasquinelli, managing Director at Rete Oro. "We were looking for solutions that could offer us opportunities for growth and for increasing our operating efficiencies. The Etere solution, with its modularity and flexibility, responds to this need perfectly. Etere is a software we know we can rely on from a company with great support and service".



The flexibility and scalability of the Etere system will facilitate Rete Oro production and transmission. In addition, because the Etere system is built on an open architecture, it will allow Rete Oro to optimize its content investment by enabling easy updating for new services.

Together with its software solution Etere has provided Rete Oro with a license for up to 5 workstations. Etere software manages the following devices:

- a Grass Valley K2 videosever
- 3 VTRs for ingest
- 2 Audio/Video Router



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 18 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.

###

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