

Etere Showcase Adobe Premiere Pro CC Integration

Posted by philsandberg On September 22, 2017 0 Comment

At IBC2017, Etere showcased the Etere panel for Adobe Premiere Pro CC, part of Adobe Creative Cloud, that provides integrations across Etere modules including Media Asset Management (MAM) and Nunzio. Visitors met with the Etere team at booth 8.B89 to learn more about the advantages of the Etere Media Enterprise Resource Planning (MERP) concept. Etere MERP offers a dynamic production environment, supporting real-time collaborations across the entire enterprise. During the show Etere also presented live demonstrations of the Etere MERP product lineup, including IT payout, HSM, automation, newsroom, media asset management, censorship and airsales.

Empowered with the new update, Etere users are able to link sequences in Adobe Premiere Pro CC directly to both new and existing asset forms in Etere MAM. Users are also able to export the markers between both Adobe Premiere Pro CC and Etere, eliminating technical barriers and enabling greater operational efficiency.

In a typical scenario, users may open sequences and projects from the Etere MAM database in Adobe Premiere Pro CC and save work-in-progress, or finished projects back to the MAM. With Etere Media Enterprise Resource Management (MERP) Cloud framework, Etere plugin for Adobe Premiere Pro CC 2017 is tightly integrated with Etere MERP modular solutions to leverage the benefits of simplified management with high accuracy and efficiency.

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