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ETERE CONFIRMS ITS PRESENCE AT IBC 2009

The 17th Edition of the International Broadcasting Convention (IBC) Will Count with the Participation of ETERE that Seize the Opportunity to Present Etere MTX

Tolentino (Italy), 26th August 2009: IBC is the leading international forum for the electronic media industry that takes place in Netherlands at the Amsterdam RAI Congress and Exhibition Center, from September 11th to 15th, attracting over 1,000 exhibitors and 50,000 professional visitors from 130 countries.

Etere, a worldwide leading broadcasting solution, has announced that will be present as in previous years at this new edition of the International Broadcasting Convention, at the Booth no. 8.B89, where Etere will be exhibiting industry's most comprehensive range of products, with a focus on Etere MTX, the Etere's new product that will be unveiled to the public in IBC, showcasing the features that allows it to directly drive HD/SD Matrox cards within an Etere system without any middleware or additional application.

Nowadays, Matrox offers a wide range of broadcast devices for both video playout and graphics, being them well diffused in the broadcasting industry, where lots of broadcasters are mostly using them either without really suitable software or with software that costs more than its functional worth. Etere as usual, has paid attention to these current broadcasters needs, and has decided to develop a software solution that can be at the same time efficient, reliable and coherent in terms of price, among the most relevant features that Etere MTX offers and make of it a competitive solution, the following ones can be mentioned:

- ✓ Etere MTX fully supports the configuration of Matrox cards,
- ✓ All compression schemas and wrappers are supported, including for example MPG2, DV, DVCpro, AVI, MXF and QT.
- ✓ Etere MTX includes a graphics engine which allows overlaying fixed Logos and Crawls.

- ✓ Etere MTX, unlike other solutions, is offered as a low-price software that includes free upgrades and updates as all Etere products.
- ✓ The rendering engine of Matrox cards can be controlled in real-time by Etere MTX, being even capable to produce statics or dynamic graphic overlays.
- ✓ Etere MTX is able to work on a dedicated computer so it will exploit the whole potential of Matrox Graphics cards, forming at the same time an important part of a distributed Etere system.

In the basis of what explained before, Etere MTX software allows broadcaster to have a more tight integration with playout devices at a lower cost, offering them a cutting-edge product with an outstanding performance, a complete support and most important, an unbeatable relation between quality and price.

About Etere

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

Etere: a consistent system

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For any further info, please visit www.etere.eu or send an e-mail to info@etere.eu