▶**FOR IMMEDIATE RELEASE**

S.V.G.A. HAS HOSTED VERY SUCCESSFUL ETERE'S PRODUCTS AT NATEXPO 2009

**Etere with its distributor S.V.G.A. at All Russian Exhibition Centre
in Moscow from 17th to 20th November.**

Tolentino, November 23rd 2009

Etere has renewed the success of its products among Russian market, glad to has been supported by a system integrator leader as **System Video Graphic Alliance.**

During NAT EXPO   Etere has exhibited its competitive range of systems with a main focus on:
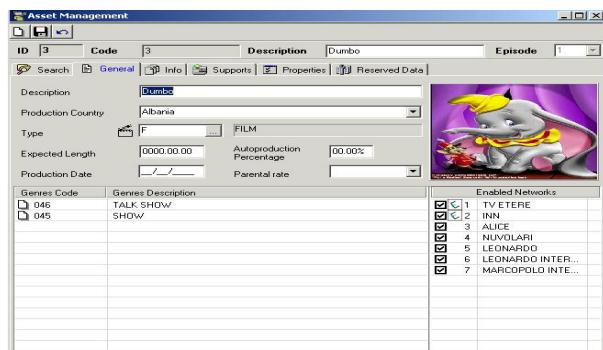
Etere MTX station turns any videotape into virtually any file format and more importantly, faster and cheaper than any other comparable tape to-file process delivering a quicker return on investment for any organization, large or small.**Etere MTX** software runs on standard Windows XP Pro PC, and supports all the Matrox model SD or HD on the market, for the minimum hardware requirement there is a separate worksheet you can ask ETERE

Etere Tapeless Reception eliminates the need of creating physical copies, entrusting valuable material to private couriers, risking of excessive waiting times, etc, thus by enabling contents to be sent digitally (i.e. without using magnetic tapes) via internet, bringing a shorter delivery time than this required by a common consignment of magnetic tapes.

Etere MAM

In a media rich archive, **ETERE MAM** simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

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.

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