A consistent system

ETERE NEW BREAK COUNTER

A new feature for commercial management

Tolentino, 30 July 2008 Leading software developer Etere announces a new feature: a break related counter. This special counter improves the broadcasting workflow and makes the management of commercials much easier.

This counter can be viewed from anywhere in Automation, Presentation Editor and Instant Editor and is a fundamental feature of the Etere playout system for TV stations.

This counter has two key functions relating to commercial breaks. During programs it counts down the time to the next scheduled commercial break. During the break itself it counts down the time to the end of break. In this way commercial scheduling is easier and more precise. Moreover, the operator can have an overall control of the playout.

This new counter is available on:

- Win 32 interface
- Web interface
- Studio counters
- Hardware Digital displays and Undermonitors

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 19 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. It is a 100% software solution that works on standard IT hardware.

A common framework where there is 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 these areas with an unbeatable performance.

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: reliable software for a consistent system.

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