

Etere at SET Expo 2018

Etere will be exhibiting with our partner, Brasvideo at Booth 159 of the 2018 edition of SET EXPO, the most important broadcasting event in Latin America held from 28th August to 30th August 2018 at Expo Center Norte in São Paulo, Brazil.



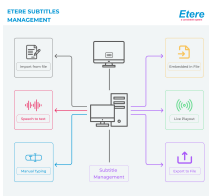
Etere logo



SET Expo 2018



Brasvideo



Subtitling with Closed Captions

Etere at SET Expo 2018
28th August to 30th August 2018 | Tue - Thurs
Sao Paulo, Brazil, Expo Center Norte
Etere will be exhibiting with our partner Brasvideo at Booth 159

Schedule an appointment with Etere at SET Expo Brazil 2018, drop us an email at: info@etere.com

Etere will present the latest technology and solutions in **Etere Media Enterprise Resource Planning (MERP)** framework. Etere solutions are designed to be future-ready and reliable. Its unique architecture is fully scalable, flexible and efficient. It is capable of managing the end-to-end broadcasting and media workflows of companies, fulfilling even the most demanding tasks. Etere MERP solutions include **Media Asset Management, NRCS Newsroom, Hierarchical Storage Management (HSM), Playout Automation, Censorship, Airsales, Broadcast Management System (BMS)** and **Dynamic Ad Insertion**. **Etere Full IP with ETX-M IP Multiviewer** empowers users to leverage the benefits of IP without any traditional SDI hardware, cables or other accessories. It features full support for the use of virtual machines and cloud. It is also integrated with **Etere ETX-M IP Multiviewer**, a software that allows users to manage and adjust up to 9 monitors and 30 sources simultaneously.

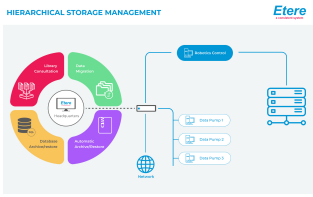
Learn more about Etere's latest innovations including:

- **Etere ETX**, an advanced channel-in-a-box software that now supports **HTML5 plugins**. The upgrade enables a faster performance, support for multiple files and additional presentation options such as WebGL graphic overlays and multimedia support for audio and video. Etere ETX provides 4K ingest and playout, Digital Video Broadcasting (DVB) streams as well as full IP in and out capabilities.

- **Etere Ad Insertion** is a complete software for the insertion of all types of advertisements including targeted and dynamic ads. Etere delivers a fully integrative solution that is able to manage insertion of filling events on demand, scrolling text, logo and CG insertions. With the latest upgrade, Etere Ad insertion supports **SCTE-104 and SCTE-35**, broadcasting standards that allow users to manage pre-roll triggers for scheduled insertions as well as send graphics, logos, tickers without changing the broadcasting infrastructure.

- **Etere Subtitling and Closed Caption Software** is a powerful digital platform for the complete subtitling process including creation, management, burning, playout and conversion of subtitles for production, post-production and live shows. Etere supports live captions, open captions and closed captions such as ARIB, Digital Video Broadcasting (DVB), CEA 608 and CEA 708. Etere also supports re-speaking using Microsoft, Dragon technology and Google Speech-to-Text technology for up to 120 languages and variants.

- **Etere HSM** is a highly robust and reliable software that manages all archives in a single integrated environment. With the latest LTO8 support, users are equipped with double storage capacity with a 20% increase in performance over its predecessor. It provides the flexibility to select, mix and match a wide range of archive solutions. It also supports metadata integration when archiving a clip in the

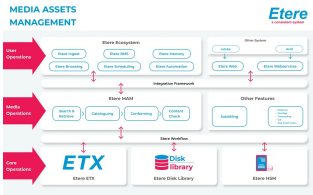


HSM Diagram

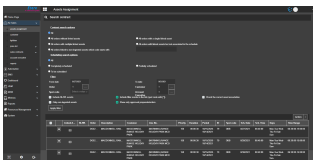
tape library. With its centralized console, users can manage a multi-library environment effectively and efficiently.

■ **Etere MAM** manages the digital assets and the complete workflow of any media company including ingest, index, storage and retrieval of digital assets. With Etere MAM, the content management process is streamlined with advanced workflow orchestration that simplifies complex tasks. Etere MAM supports **FFV1 format**, a loseless video codec that features compression ratios that are comparable to JPEG 200 loseless and its lower computing requirements, making it suitable for archiving. **Etereweb** interface for Etere MAM features more advanced controls and greater workflow management.

■ **Etereweb Airsales** Etere has launched a new interface with responsive technology that can be previewed on tablet and mobile devices. The interface features better manageability with an integrated contract that retains all the statuses of the current proposal including a merger of the order and proposal.



Media Asset Management diagram



Assets Assignment

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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About Brasvideo

Brasvideo is a 100% Brazilian company, formed by professionals established in the market and recognized for its competence and professionalism. Brasvideo represents the best brands for planning, consulting, projects, sales, facilities and technical support.

[Brasvideo website](#)



16/11/2018 Event



About SET Expo 2018

Organized by the prestigious Brazilian Society of TV Engineering, SET Expo is the main Latin American event on Television, Radio and Telecommunications Engineering industry. Event participants include the world's leading manufacturers, executives, technicians, experts and researchers from the media, technology, entertainment, broadcast and government agencies. SET EXPO is focused on professionals and executives from the multimedia production and distribution market, including open and under-payment TV, radio, internet, production and telecommunications. **SET EXPO 2018**

