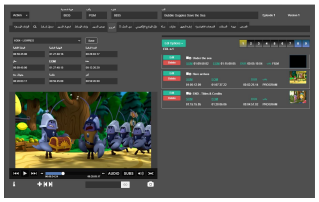
6/5/2021 Technology

Etere Expands Flexibility with the Release of Arabic GUI

Released as part of a global initiative, Etere is now available in Arabic GUI for an enhanced experience for users from all around the world. The new GUI is available on both the Etere Web and desktop application.



Etere Web Multiplatform



Etere Web Arabic



MAM Arabic GUI

As part of software GUI enhancement initiatives that are progressively released this year, Etere GUI is now available in Arabic language to support users from all around the world. All users on a valid support contract can access this language selection from the profile preference tab. Etere's investment in research and development continues to spearhead digital innovations for the future and to help users achieve competitive advantages. Besides English and Arabic, Etere GUI is also available in French and Russian GUI, with more languages being rolled-out progressively.

When Staying Connected is Key to Success
Etere can be accessed from any location in the world from the device of your choice. The mobile-optimized interface and smart automation technologies allow companies to stay connected across distributed teams, an increasingly important advantage as remote working becomes more apparent in today's business environments. With the innovative Etere Ecosystem framework and centralized database, Etere users are able to view the statuses of workflows, assign tasks, send approvals and book appointments in real-time. Etere provides an all-in-one framework for the complete management of the broadcast production process. It enables the allocation of technical and human resources to the various operations in the broadcasting workflow, giving you complete flexibility to optimize resources.

On-Demand Reports
Get the visibility you need, wherever you are. Etere features more than 200 customizable reports over more than 10 categories, providing real-time system and operational insights to help companies to develop data-backed strategies and achieve business goals. Reports can be downloaded on-demand and shared across all production units easily.

Smart Automation Tools Get More Done for Less
Etere users leverage smart automation tools to get more done with fewer manual interventions. Etere T-Workflow orchestrates tasks and executes system commands across the entire media lifecycle. Users are also able to customize workflows easily with the integrated graphical tool, leading to fewer manual tasks and better flow across all stages of the broadcasting process.

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About Etere



Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. **www.etere.com**

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