

# Etere MAM Supports Adobe Premiere Pro CC 2017

Media Asset Management (MAM) for Etere supports Adobe Premiere Pro CC 2017 which provides a host of new and improved features. The plugin is available for Etere MAM, Newsroom, HSM Archive and ETX Playout.



(Etere logo)



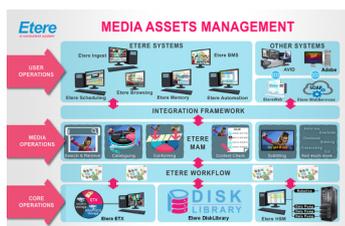
(Screen Adobe Premiere Pro)



(Adobe)



(Adobe Premiere Pro CC 2017)



(Media Asset Management)

Etere announced the upgrade of Etere plugin which is now compatible with Adobe Premiere Pro CC 2017, bringing you greater flexibility and enhanced benefits across Media Asset Management modules.

**Key Features of Adobe Premiere Pro CC 2017** include:

◆**Easy Collaboration with Team Projects**

Collaborate and share sequences and compositions in real time with Adobe Team Projects

◆**Improved Captions**

Edit captions including text, duration and location. Additionally, users are able to create open or closed captions from scratch

◆**Lumetri Color Enhancements**

With the new color pickers, users are able to make selections on the fly when working with HSL secondaries. Additionally, they are able to work with HDR10 files and get support for color space metadata

◆**Accelerated Dynamic Link**

With its faster performance and higher frame rates during playback, there will be fewer instances that require immediate rendering

◆**Auto-Aware VR**

With its advanced technology, Adobe Premiere Pro CC 2017 is able to detect whether your virtual reality video is monoscopic, stereoscopic left/right, or stereoscopic over/under and it is able to apply the appropriate settings accordingly

◆**Direct Publishing to Behance**

Saves time with direct publishing of video directly to your Behance portfolio

◆**Dynamic Link with Character Animator**

When using dynamic link with character animator, users do not need to perform intermediate rendering when working between Adobe Character Animator CC, After Effects and Premiere Pro, saving significant time in the process

◆**Live Text Template Improvements**

A new file format lets you share Live Text templates between Adobe Premiere Pro and Adobe After Effects without the need for a separate After Effects license

◆**New Getting Started Experience**

New users would be guided through video sequence, tutorials and an optimized quick-start project template

◆**Typekit Font Sync**

Fonts are now synced and updated automatically from Adobe Typekit when working in Live Text templates

◆**Adobe Audition Audio Effects**

Gear up for the new high-quality real-time audio effects which comes with improved sounding output and improved fidelity

◆**Keyboard Shortcut Mapping**

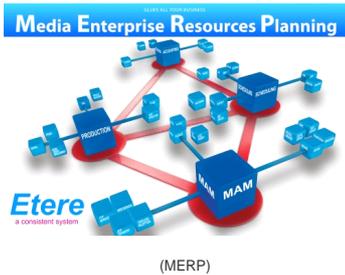
Improve operational efficiency with the customizable keyboard shortcuts and visual map

◆**Easier Ingest**

File management is fast and convenient with the ability to stitch multiple clips from your camera together into one file for an integrated file management

◆**Better Performance**

## Etere MAM Supports Adobe Premiere Pro CC 2017



Leverage on the improved support for Apple Metal as well as enhanced GPU effects, including offset, for a faster performance

### ◆More Native Format Support

The new Premiere Pro now supports Native QT DNxHD/DNxHR export and RED Helium

Etere is able to connect and manage the complete lifecycle of any media, broadcast or IT enterprise. Etere MERP gives you more value than sole performances. Driven by customisable, scalable and flexible workflows, Etere MERP integrates both internal and external management information across an entire enterprise. Etere MERP keeps all resources connected as well as improves operational and cost efficiency.

Etere MERP software solution integrates modular end-to-end solutions such as Media Asset Management, Archive, Playout and Newsroom with a shared data repository and robust connectivity for real-time metadata management across the entire media lifecycle.

With Etere MERP Cloud framework, Etere plugin for Adobe Premiere Pro CC 2017 is tightly integrated with Etere modules to leverage the benefits of a unified Media Asset Management system:

- ◆ Etere Workflow integration for a centralized media management without massive file transfers or duplicated media
- ◆ Media Asset Management for Etere to search and preview MAM assets seamlessly
- ◆ Etere HSM for partial file restore
- ◆ Etere Nunzio Newsroom for fast content publishing
- ◆ Etere ETX for 4k-ready and IT-based channel-in-a-box playout

Etere is a Bronze Partner of [Adobe Technology Partner Program](#)



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### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and 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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