

IAMT Studio Interview: Alex Gattari on AI Innovation in Media Tech

From the dynamic conversations taking place at the Etere booth to the cutting-edge role of artificial intelligence in transforming broadcast and media software, Alex offers a front-row perspective. He walks us through Etere's latest AI-driven innovations and shares his insights on how artificial intelligence is reshaping workflows, creativity, and efficiency across the Asia-Pacific broadcast industry.

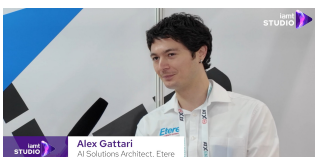


For the full video, please view or download the media file on the right section of this article. To find a media management strategy that works for your business, contact us for a personalized consultation!

Etere logo



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About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

IAMT

IAMT is dedicated to creating a connected global MediaTech industry, where collaboration, partnership and innovation drives growth. The IAMT Global Alliance is the connective tissue that brings the MediaTech industry together. By connecting visionary technology leaders with IAMT's industry-renowned intelligence, resources and global vendor community, this program empowers richer industry conversations, stronger collaboration, and more strategically aligned technology decisions.

<https://theiamt.org>

