



digital nirvana

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**NAB2013: DIGITAL NIRVANA TO INTRODUCE VERSION 3.2 OF THE
MONITOR IQ BROADCAST MONITORING SYSTEM**

***New features include: Web Captioning, Program Guide Extraction,
Hybrid Appliance and Monitor IQ Infrastructure Self-Check***

Newark, CA, March 27, 2013 – [Digital Nirvana](#) will highlight key new features in Version 3.2, the latest release of its Monitor IQ broadcast monitoring solution at the 2013 NAB Show (Booth N3434) from April 8-11th at the Las Vegas Convention Center. These new features are a direct result of customer feedback received since the last version of the software was released at IBC 2012.

“At NAB, broadcasters will see demonstrations of our new Monitor IQ features and learn how they benefit a broadcaster’s logging, monitoring, and compliance workflow,” said Hiren Hindocha, president and CEO of Digital Nirvana. “Our NAB exhibit will demonstrate how diligently we address customer suggestions for new features like the ones we’ve included in Version 3.2. This on-going product development is part of our mission to deliver the industry’s most innovative, customer-focused and cost-effective solutions.”

Monitor IQ Release 3.2 Features

Web Captioning generates captions in the Timed Text Format (SMTPE-TT) from the broadcast closed captioning for association with the content repurposed for the web. This ensures that Web programming complies with new FCC Web captioning mandates and provides a valuable service to hearing impaired viewers.

Program Guide Extraction enables recording by program as well as by time segments. It automatically extracts Event Information Tables (EIT) from the PSIP (Program and System Information Protocol) program guide embedded in the ATSC

transport stream. This feature simplifies program searching and recording without requiring a paid subscription to a third-party source for program extraction .

Hybrid Appliance allows users to mix and match different signal inputs, such as ASI, HD/SDI, and ATSC/QAM, in one server. By using one server for multiple signal inputs, customers can reduce equipment costs, lower power and maintenance costs, and save valuable rack space.

Monitor IQ Infrastructure Self-Check proactively monitors the total health of the Monitor IQ infrastructure. It automatically performs over forty types of ongoing system checks, including CPU, RAM, and power levels, and automatically alerts users when the system needs maintenance.

About Monitor IQ

Monitor IQ combines the functionality of full-resolution HD/SD content recording, content searching, retrieval and repurposing, Web publishing, signal monitoring, air-check logging, archiving, and ad verification and tracking, as well as competitive analysis in a scalable networked solution. It's the only broadcast monitoring system that provides centralized management, automatic ad detection, a director's audio track, as well as an advanced Metadata Harvester.

The system has been divided into four packages so that a wide range of broadcasters can take advantage of the company's technology: Monitor IQ Starter, Monitor IQ Essentials, Monitor IQ Plus, and Monitor IQ Premier.

About Digital Nirvana

Since 1996, Digital Nirvana has been empowering customers with innovative knowledge management technologies. By combining media and digital technology expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with advanced product and service offerings. The company's portfolio includes the industry-leading Monitor IQ broadcast monitoring system, AnyStream IQ live stream monitoring solution, MediaPro content repurposing system, and repeat audio detection systems (RADS) for song tracking and ad tracking. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, learning management services, and professional services. Digital Nirvana is headquartered in Newark, California with offices in Hyderabad and Coimbatore, India. For more information, visit www.digital-nirvana.com.

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Editor's Note: High-resolution product photography is available upon request.