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Global Media Intelligence Firm to Deploy MonitorIQ Broadcast Monitoring System from Digital Nirvana in Over 200 U.S. TV DMAs

Digital Nirvana to supply technology for major media intelligence firm's next-generation broadcast monitoring platform.

Newark, California – May 4, 2009 – Digital Nirvana, Inc., a California-based provider of media industry solutions, announced that a major global media intelligence firm will replace its U.S. broadcast monitoring platform with Digital Nirvana's [MonitorIQ Broadcast Monitoring System](#) (BMS). This major rollout, covering 210 U.S. TV Designated Market Areas (DMAs), follows a successful pilot project that proved the remarkable capabilities of this scalable, networked appliance.

MonitorIQ BMS will contribute to this industry-leading firm's focus on client value as they take their broadcast monitoring operation to the next level. "We have developed an easy-to-manage monitoring platform that customers can count on to meet future needs," according to President and Chief Executive Officer Hiren Hindocha. "The design of MonitorIQ BMS includes a number of capabilities beyond the usual features of broadcast monitoring systems that provide a basis for offering innovative new services."

MonitorIQ BMS has a building-block architecture to allow appliances to be added as needed to handle unlimited growth in monitoring workload. Each device incorporates intelligent tuners that automatically switch channels based on the recording schedule, so hardware requirements are minimized and only a single signal input is needed. Each tuner can also simultaneously record all subchannels on each DTV channel. Other advanced features include the ability to record and retrieve in HD, and output formats including Flash, MPEG-2, MPEG-4, and H.264 so clips can be played on a wide range of devices. An optional ad tracking module allows competitive analysis of advertisers and frequency of placement.

Full details on MonitorIQ BMS can be seen at <http://www.digital-nirvana.com/MonitorIQ.php>.

About Digital Nirvana

Since 1996, [Digital Nirvana](#) has been empowering customers with robust, state-of-the-art knowledge management technologies. With extensive media industry expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with innovative product and service offerings. The industry-leading MonitorIQ Broadcast Monitoring System from Digital Nirvana is a full-featured monitoring platform incorporating the most advanced capabilities available in an affordable, networked appliance. Digital Nirvana is headquartered in Newark, California and has operations in multiple locations globally.

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