



FEATURE BRIEF

The Digital Nirvana Advantage: Media Management that's a Breed Apart

Save time and energy with Digital Nirvana's social media publishing service



digital nirvana

Your business is in need of a media management system that can capture content from multiple sources and publishes to multiple digital platforms while monitoring for quality and compliance. With so many factors to consider, we want to make your purchasing decision easier by clearly describing the features that set our Media Management Platform apart:

- **Integrates Easily with Customer Supplied Storage Networks** - Operators can export content to their own storage networks and still have the Monitor IQ system search and retrieve video segments. This feature is beneficial for efficient use of storage and long-term archiving.
- **Customized Recording Mode** - Users can choose to either record specific programs or set up 24/7 recording.
- **Director's Audio Track** - Easily record the director's audio for future review of on-air mistakes, such as missed cues or incorrect inserts. Director's Audio Track is automatically synced with live broadcast video and its associated time-stamped metadata for easy discovery of exactly where issues occurred.
- **Hybrid Solution** - Our Hybrid Solution offers a clean, efficient way to record multiple live video feeds on a single hardware platform. A single Monitor IQ server can accept and record various and multiple inputs such as ASI, IP, QAM, ATSC, and HD-SDI.
- **Centralized Management** - The Media Management Platform delivers a full range of multi-channel signal monitoring, logging, compliance and archiving functions with a Centralized Management server that unites all units deployed throughout the system. This provides 24/7 centralized monitoring and control to streamline workflows. It offers simultaneous access to multiple channels of content from any geographic area.
- **Ability to Record IP Video** - As more facilities are relying on an IP infrastructure, enterprises can leverage the ability to record IP video within the platform's virtual machine
- **Radio Broadcast Monitoring** - In addition to television monitoring, users of our platform can also monitor and record radio broadcasts. The system can record up to 32 radio stations plus additional television channels in one device.
- **CableCARD Technology** - Customers can record channels easily and repurpose clips quickly with our platform's CableCARD technology. One cable card can record up to six channels automatically, without the need for set-top boxes that require separate subscriptions and take up rack space.
- **SmartSearch Advanced Content Retrieval** - SmartSearch enables users to find clips based on specific parameters that they set. Operators can filter content based on certain dates, times and channels and can search for keywords within closed captions, alert reports, as-run reports and traffic logs.
- **ATSC Card** - Our platform can receive ATSC signals and use the information in the event information table (EIT) to automatically record specific programs based on customer specifications.
- **Social Media Publishing & Service** - The newest version of our platform features a social media publishing and service function that provides users with the option of working with Digital Nirvana's experienced services team to handle media monitoring tasks, such as broadcast review, clip location, tagging content-metadata for repurposing, writing attention-grabbing headlines for target audiences and customizing social media postings.
- **24/7 Tech Support** - Digital Nirvana has technical support professionals available 24 hours a day, 365 days a year to assist its customers. As a standard feature, the first year of support is complimentary.
- **Proactive Tech Support Monitoring** - Digital Nirvana's technical support team is automatically alerted when hardware components such as disk drives or power supplies are in need of attention, and will proactively send out a replacement component before a failure occurs.
- **No Need for Software Downloads** - Clients don't need to download software such as ActiveX. The system is compatible with all standards-compliant Web browsers, tablets and smart phones.

- **Longer Availability of Video Clips** - Clips created on our system remain available for viewing even after the storage roll-off period, much like a DVR.
- **Unlimited User Access** - No licenses are required for access. An unlimited number of authorized clients can use the system as needed.
- **Effortless User Management** - Our platform utilizes an active directory with LDAP open access
- **Expandable Storage Options** - Using network-attached storage (NAS), the system's storage capabilities can be expanded based on specific needs.
- **Configurable Alerts Monitoring** - Allows users to configure alerts for specific times of day as desired.

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. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, and learning management services. Digital Nirvana is headquartered in Fremont, California with offices in Hyderabad and Coimbatore, India.

Check us out online at digital-nirvana.com or give us a call at +1 (510) 226 9000.



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