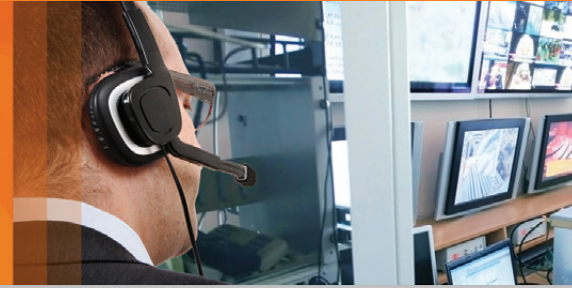




APPLICATION BRIEF

Eliminate Mistakes In Your Live Broadcasts. *Do You Have the Tools to Do It?*



The Need:

- Mistakes happen, but tracking down exactly where things went wrong can be nearly impossible.
- On-air mistakes, such as missed cues, wrong inserts and incorrect audio, are embarrassing and can drive away viewers.
- On-air talent can get frustrated with repeated mistakes that seem simple to fix. After all, the talents' faces get associated with mistakes, even when they aren't responsible.

The Solution:

- Director's Audio Track, within the Monitor IQ broadcast monitoring system, records the director's audio for future review.
- Director's Audio Track is automatically synchronized with live broadcast video and its associated time-stamped metadata.
- With the director's audio saved alongside the video, it's much easier for the crew to do a post-mortem to discover exactly where problems occurred.

Industry:

Broadcast

Product:

Monitor IQ™
Broadcast Monitoring System

Version:

Premier

Feature:

Director's Audio Track

Customer Benefits:

- Helps prevent embarrassing on-air mistakes
- Adds to the record of your live broadcasts in the event of future disputes
- Easy to search and review

About Monitor IQ™

Monitor IQ is a monitoring, logging, compliance and content republishing system for broadcast networks and TV stations. It combines the functionality of content recording (HD and SD), content searching, retrieval and repurposing, web publishing, signal monitoring, air-check logging, archiving, ad verification and tracking, and competitive analysis in a scalable networked appliance. The system is available in four versions — Starter, Essentials, Plus and Premier — giving users a wide range of options and prices to fit their needs.

Monitor IQ is the only broadcast monitoring system that provides centralized management, automatic ad detection, a director's audio track, as well as an advanced metadata harvester. Because the Monitor IQ platform is based on open web services (REST) APIs, Monitor IQ can be easily integrated with third-party products and can scale from one to multiple servers and up to hundreds of channels. All Digital Nirvana solutions are web-enabled, so users can access the software through any standard web browser.

- Loudness monitoring
- iPad/iPhone/Android interface
- Watermark NAVE decoding
- Centralized management
- Web services (REST) API
- Director's audio track
- Ad detection
- Advanced Metadata Harvester™

To achieve its precision and flexibility in loudness monitoring, Digital Nirvana has licensed Minnetonka Audio Software for use in Monitor IQ. For more than 20 years, Minnetonka has led the industry with audio measurement software used by broadcasters and manufacturers worldwide. Minnetonka focuses exclusively on audio, including encoding, QC, measurement and correction products for broadcast and content creation.

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 industry-leading Monitor IQ 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.

Learn More

Call +1-510-226-9000 for more information. Or visit our website at www.digital-nirvana.com.



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