

Digital Nirvana Collaborates with Evertz Microsystems for Enhanced SNMP Monitoring and Control

NEWARK, CA – July 07, 2010 – Digital Nirvana, Inc., a provider of broadcast monitoring and media management solutions and **Evertz® Microsystems**, a worldwide leader in the design and manufacturing of television, satellite, cable and IPTV broadcast equipment, have worked to develop an enhanced interface for Digital Nirvana's MonitorIQ Broadcast Monitoring System to support Evertz's **VistaLINK® PRO** and **VistaLINK® PRO PLUS** SNMP monitoring and control software. This collaboration creates a distinct broadcast monitoring environment, offering users unprecedented information and control.

The combined Evertz/Digital Nirvana solution delivers a uniquely insightful and intuitive management environment encompassing discrete device third-party systems management (both monitoring and control), digital transport stream monitoring and reporting, Nielsen® LPM® data monitoring and reporting, as well as content recording, monitoring and reporting. It also handles facilities management. The result is a cohesive, integrated view into the entire broadcast enterprise from ingest to transmission/distribution.

The Digital Nirvana solution with the Evertz VistaLink Pro interface provides unparalleled drill-down information, external notification tools, and a network efficient SNMP monitoring & configuration architecture, with MonitorIQ's capability to record, monitor, clip, repurpose and distribute content (both HD and SD) for either internal or external purposes, enables quick, accurate identification and mapping of exceptions and discrepancies in the broadcast signal to the actual video content.

"When integrated with MonitorIQ, VistaLINK Pro, which has simple, reliable secure and efficient network monitoring of broadcasters environment with the ability to accept discrepancies, traps and alarms, and view and relate those alerts to the recorded content, will now allow users to easily and accurately identify broadcast issues, and quickly take corrective actions" says Ned Chini, vice president of business development and sales, Digital Nirvana.

Digital Nirvana's MonitorIQ BMS is a next-generation broadcast monitoring system that combines the functionality of content recording (HD and SD in full resolution), content search, retrieve and repurposing, Web publishing, signal monitoring, air-check logging, archiving, ad verification and tracking, and competitive analysis in a highly scalable networked appliance, with a powerful Web-based management user interface designed to help broadcasters improve their productivity and bottom line.

Through Evertz's VistaLINK®, thousands of network nodes are monitored and configured worldwide via SNMP. VistaLINK® PRO and VistaLINK® PRO PLUS unite all SNMP-based equipment from Evertz and beyond, providing monitoring and configuration capabilities for mission-critical needs.

-more-

“The integration and enhanced capabilities of Evertz’s VistaLINK Pro and Digital Nirvana’s MonitorIQ provide the broadcaster, content originator, and content distributor significantly improved monitoring and control capabilities,” says Joe Cirincione, vice president of sales, Evertz USA. “As a result, these enhanced capabilities provide valuable time savings as well as reduce operating expenses.”

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. Further information is available at <http://www.MonitorIQ.TV>.

###

For more information contact:

Danielle Paduano
D. Pagan Communications, Inc.
175 Pinelawn Road, Suite 215
Melville, NY 11747
631-659-2309 x21
daniellep@dpagan.com
www.dpagan.com

Ned Chini
Digital Nirvana
39899 Balentine Drive, Suite 200
Newark, CA 94560
510-226-9000 x707
nedchini@digital-nirvana.com
www.digital-nirvana.com