



News Release

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FOR IMMEDIATE RELEASE

D2Mux now supports BIM's PSIP Data Service

The D2Guide dynamic PSIP insertion option for D2Mux now supports the Broadcast Interactive Media (BIM) Programming Information System Protocol data service for easy FCC compliance.

Jacksonville, FL – July 10, 2015 – D2D Technologies announces support for the Programming Information Systems Protocol (PSIP) data service from Broadcast Interactive Media (BIM) for its line of D2Mux multiplexers. Current customers can easily add the D2Guide option to their D2Mux which will automatically harvest program schedules from BIM's PSIP data service.

D2Guide is an option for the D2Mux multiplexer line that inserts and maintains the PSIP guide data for ATSC digital transport streams. The program guide information for each channel can come from BIM's MediaStar Scheduling tool or imported from a standard spreadsheet. Once the schedules are loaded, D2Guide creates all of the PSIP tables required for FCC compliance including STT and 12 hours of EIT, in addition to optional RTT and 12 hours of ETT. Unlike other solutions which rely on a server to stream the PSIP tables to the multiplexer, D2Guide reliably builds the tables on the proven D2Mux platform.

BIM's PSIP data service is the standard file format that stations feed into their PSIP generators. The PSIP data is transmitted along with the digital television (DTV) signal which then shares important station and programming information. As required by the digital broadcasting transition that took effect in February of 2009, the FCC requires PSIP information to be a part of broadcasting signals and updated regularly. BIM produces daily PSIP data files for major broadcast groups and also low power, cable, and other television providers.

"We are excited about adding support for BIM's PSIP data service in the D2Mux so that our customers can easily create and maintain their Electronic Program Guide for all of their digital channels", comments Steve Doll, President of D2D Technologies. "It is important to provide viewers with relevant guide information especially on channels that feature non-episodic content like movies or sports. By partnering with Broadcast Interactive Media, stations can now easily insert PSIP data into their digital stream as well as display current and accurate schedule information on their websites for a better viewer experience."

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The D2Mux platform that hosts the D2Guide application is a cost effective HD/SD MPEG digital video multiplexer that transforms services from ASI and Gigabit Ethernet into a tailored transport stream ready for distribution over ASI, IP and SMPTE-310. Service components from any input can be used to create each output for true flexibility in building MPEG-2 or MPEG-4 services. The D2Mux enables easy channel rebranding with full control over PSIP/SI branding including major and minor channel numbering.

Availability and Pricing

D2Guide support for BIM's PSIP data service is available immediately from D2D Technologies. Current customers of the D2Mux can add the D2Guide option for \$1,800. New customers can purchase the D2Mux with the D2Guide option starting at \$5,000 which features full multiplexing capability of 2 ASI inputs and 2 ASI outputs. Options for IP Stream multiplexing, SMPTE-310 output and Emergency Alert EAS insertion with D2Alert are also available. Contact BIM to subscribe to the PSIP Data Services and the MediaStar Scheduling suite.

About Broadcast Interactive Media

Broadcast Interactive Media (BIM) provides cost effective online software and information to the broadcast industry. BIM offers powerful tools that allow broadcasters to efficiently maintain their stations' schedules while improving their workflow. For over 15 years, BIM has also served broadcasters by delivering the most accurate, real-time tools and data regarding signal coverage, reception, and programming and waiver compliance. BIM products include MediaStar Scheduling, Contract Management Edition, PSIP Data Services, Master Control Utility Tool, TitanTV Guide & Data Services and STELA compliance Tools. Contact: www.broadcast-interactive.com, toll free: 800-365-7629 or call 608-255-8155.

About D2D Technologies

D2D Technologies specializes in solutions that transform digital video for reliable contribution and content distribution in broadcast, cable, satellite and IPTV markets. We have built our reputation by delivering reliable and high value products including the D2Mux 5020 series of digital HD/SD MPEG Multiplexers. The D2Mux transforms MPEG-2 and MPEG-4 services from ASI and Gigabit Ethernet into a tailored transport stream ready for distribution over ASI, IP and SMPTE-310. So whether we are working in the most demanding contribution and distribution environments, or providing a cost effective solution for your needs, D2D Technologies delivers solutions that are truly Transforming Digital Video. Contact: www.D2DTechnologies.com, toll free 844-D2D-TECH or call 904-323-4777.

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