



**For Immediate Release**

## **Zanaware Scores Double Success in 2011 BTR Diamond Technology Reviews**

*Pair of Recently Released Multiple Headend Solutions Receive Coveted High Marks from Panel of Cable Industry Experts*

Southgate, Michigan – October 17, 2011 – Zanaware Technologies, Inc., a provider of innovative solutions to complex multiple headend challenges, today announced their two flagship products have received stellar scores in the Broadband Technology Report's annual Diamond Technology Reviews. Zanaware's Auto Backr Pro earned an exemplary 4.5 Diamonds (out of a possible five) and the company's Channel Lineup Pro was similarly honored with a nearly as impressive 4 Diamonds.

"The Diamond Technology Reviews are truly the Oscars for cable equipment vendors, and receiving such outstanding scores shows that industry experts recognize the value that our Auto Backr Pro and Channel Lineup Pro provide cable operators," said Jay Cox, president of Zanaware. "The Diamond Technology Reviews have such prestige because the judges are cable industry veterans with plenty of real-world headend experience and who truly know what cable operators need."

Established by Broadband Technology Report in 2005, the Diamond Technology Reviews are determined by unbiased evaluations from a distinguished independent panel of SCTE national board members and MSO engineering experts, including senior executives from the largest U.S. cable operators. This year's program carefully compared 42 newly released or upgraded cable industry product/solutions submitted by 25 companies.

Auto Backr Pro, launched in March 2011, is a first-of-its-kind solution enabling MSOs to automatically back up the configuration files and databases of multiple headend devices on a weekly or daily basis. Auto Backr Pro also incorporates a device database for tracking key statistics such as IP addresses, software versions, serial numbers hardware status and location.

One Diamond judge lauded Auto Backr Pro as "the right idea and the right product at the right time. If you have ever manually reconfigured routers, switches, video encoders, multiplexers or all of the above in an emergency restoration event this product could be your pain killer. If you have ever wondered how to keep track of a 10,000-device regional network with all those configuration files, databases and critical settings this product could help you sleep better. [Auto Backr Pro is] an innovative approach to a massive challenge."

Zanaware's Channel Lineup Pro is a unique GUI-based solution that enables cable operators to easily document, track, store and access multiple channel lineups, channels and headend devices through a single web interface. The need for such a comprehensive solution is driven by the increasing complexity of headends, with a typical headend today having between five and 20 channel lineups, each consisting of 300 or more channels.

The Diamond Technology Reviews judges praised Channel Lineup Pro as “a database on steroids to capture and manage channel lineups,” and “in large markets that deal with hundreds of channel maps and transport configurations, this device is exactly what the doctor ordered!!!”

Zanaware is continually adding new features and functionality to both Auto Backr Pro and Channel Lineup Pro, which have recently been upgraded to enhance their ability to troubleshoot and recover from headend issues. These latest features include real-time operational statistics via SNMP polling on a per device basis, automatic remote device software detection and automated data import across multiple devices and databases.

### **See Zanaware at Cable-Tec Expo**

Zanaware will be demonstrating Auto Backr Pro and Channel Lineup Pro at the upcoming Cable-Tec Expo in Atlanta, November 15-17. Zanaware will be exhibiting in the booth (962) of its U.S. reseller Mega Hertz.

### **About Broadband Technology Report**

Broadband Technology Report (BTR), celebrating its 7<sup>th</sup> anniversary in 2011, is the cable and telecom industry’s premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR’s portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by over 70 years of combined industry experience, delivers its email, online, print and video production services to more than 21,000 subscribers. If you are interested in subscribing, consult <http://broadbandgear.net/subscribe/>. BTR is owned by Hermes Media, LLC.

### **About the Diamond Technology Review program**

The BTR Diamond Technology Reviews (“the Diamonds”) is a renowned industry program now in its sixth year – that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of MSO engineering experts. Engineering executives from Bright House, Charter, Comcast, Cox, Suddenlink, Sunflower Broadband and Time Warner Cable served as third-party judges for the 2011 Diamonds. Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year’s SCTE Cable-Tec Expo (October 2010). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.

### **About Zanaware Technologies**

Zanaware’s intelligent and innovative products enable video service providers worldwide to tackle increasing network complexity. The company’s founders have more than 20 years of experience with both leading cable operators and cutting-edge equipment vendors, which uniquely positions Zanaware to address the complex needs of today’s networks. The company’s products are available worldwide through Zanaware’s reseller network including Mega Hertz in the U.S. and Capella in Canada. Zanaware is privately held and based in Southgate, Michigan. For more information, please visit [www.zanaware.com](http://www.zanaware.com) or email Zanaware Sales at [sales@zanaware.com](mailto:sales@zanaware.com).