

13 September 2010

mirada plc

(AIM: MIRA)

(“mirada” or “the Company”)

mirada partners with Ericsson

And enhances consumer TV experience with new IPTV portal

mirada plc, the AIM-quoted leading audiovisual content interaction specialist, is pleased to update the market regarding the announcement made on 1 March 2010. The Company can now reveal that the leading telecom vendor referred to in this announcement is Ericsson and that the strategic partnership, which is being made public during the IBC show held in Amsterdam (10-14 September 2010), will significantly increase mirada’s turnover during the next five years through licensing, support and integration fees.

mirada will integrate its innovative Navi Electronic Programme Guide (EPG) with the award-winning Ericsson IPTV middleware solution to ensure that operators can provide their customers with the best possible advanced TV services, including video on demand.

As part of the agreement, mirada’s Navi EPG will be included in Ericsson’s IPTV product catalogue and will be offered to customers worldwide. mirada has been developing navigation applications for more than 10 years and has used this experience to ensure that the Navi EPG is intuitive, simple to learn and use, yet highly powerful.

Commenting in the partnership, José Luis Vázquez, Chief Executive Officer of mirada said:

“This is a significant agreement for mirada and emphasises our growing reputation for the design and development of integrated navigation systems for Digital TV platforms. Ericsson is a household name and pioneer within the telecommunications industry and we are delighted to be working with them on this project.

“The EPG is a vital part of the TV offering. As more and more features and applications are launched to enable IPTV to compete effectively, it becomes crucial that consumers can find and enjoy entertainment as simply as possible.

“By combining power and flexibility with simplicity of customer operation, our Navi solution ensures that consumers with an Ericsson powered IPTV technology will have the best possible user interface. In addition, we will continue to provide new features in step with the Ericsson TV development roadmap.”

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About mirada

mirada creates and manages services which enable consumers to interact with and purchase digital content on television, mobile, online and bespoke devices. mirada's products and solutions are used worldwide to deliver interactive TV, VOD, multi-player gaming, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Disney International TV, Sky, ITV and MTV Networks. Headquartered in London, mirada has commercial offices across Europe and Latin America and operates technical centres in the UK and Spain. For more information, visit www.mirada.tv.

mirada's Navi EPG

mirada has used all its experience of producing TV EPGs and on-demand user interfaces in the design of its advanced Navi EPG solution. The key aim of Navi is to provide the operator with a powerful and flexible EPG and user interface, while at the same time providing the consumer with a simple yet highly functional method of reducing the time required to enjoy and interact with content and services. Central to the Navi design philosophy are the following principles:

- Enable operators to launch and integrate new services successfully with broadcast-centric content delivery
- Ensure that Navi is simple to learn and use and provides a coherent 'look and feel' across all an operators services
- Make it as easy as possible for operators to integrate new services within its current consumer offerings