



mirada plc

Contract Win

Partnership agreement with leading telecom vendor

mirada plc ("mirada" or "the Company"), the AIM-quoted audiovisual interaction specialist, is pleased to announce an agreement with a leading telecom vendor to deliver a key interactive navigational interface for its customers. As part of the agreement, mirada's product will be included in vendor's Internet Protocol Television ("IPTV") catalogue and will be offered to all its customers worldwide. The agreement is non-exclusive.

Due to competitive reasons the Company cannot disclose the terms of the agreement, but mirada will benefit from global licensing and support service fees for every unit deployed which uses mirada's technology.

mirada was selected as a result of the Company's expertise in the conceptualisation, design and implementation of audiovisual interaction interfaces and strength in navigational services. mirada's product will allow the user to browse, purchase and search live or on-demand stored content, while also providing recommendations based on their viewing preferences.

José Luis Vázquez, Chief Executive Officer of mirada, commented:

"We are delighted to have been chosen to co-operate with such a recognised global telecoms leader. We have been developing electronic programming guides and video-on-demand applications for more than 10 years and we have applied all this knowledge to the design of an intuitive, easy to use and yet powerful user interface. Having been selected serves as fantastic recognition for this work and is a demonstration of mirada's leadership in User Experience design within interactive environments.

We aim to increase our reach to worldwide operators through partnership agreements. We will continue to improve and evolve our products, providing leading-edge user interfaces in the fast growing IPTV market."

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Notes to Editors:

mirada creates and manages services which enable consumers to interact with and purchase audiovisual 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, please visit www.mirada.tv