

NAVI, navigation service user interface

Give your subscribers the navigation they deserve

A good user interface (UI) can be the differentiating factor when it comes to the TV experience. With over 10 years' experience in designing and developing user interfaces for operators worldwide, mirada is well equipped to bring you the most compelling digital TV service.



Picture-in-picture in channel surfer

NAVI, a new navigation concept

NAVI is based on the cornerstones mirada has identified to give you the UI design that you need:

- Easy to use with only a few buttons to press (most important actions available first)
- Intuitive and predictive
- Simple but feature-rich
- Promotes content easily
- Future-proof: NAVI can be modified as part of your system upgrade
- Rich visuals and graphics



Programme description

NAVI converts viewers into customers

NAVI sits at the core of pay TV and provides you with all the features that your customers need to enjoy their favourite programmes. NAVI is the complete set of navigation services converting viewers into customers by facilitating access to exciting services:

- HD support: horizontal design, animations, and more
- Channel surfer with scheduled programme information and favourite channel listing
- Complete scheduled programme grid with catch-up TV access
- Personal video recording
- On-demand content
- Content highlights as a way to promote linear and on-demand content
- Search and recommendations
- PPV programmes purchase support



Programme grid

NAVI has been designed to accommodate your viewer's needs whilst at the same time meeting your business requirements. NAVI was designed with a set of flexible components and therefore delivers a tailored solution.

Our extensive experience in digital TV services enables us to provide you with the technical and graphical design expertise that will help you achieve your business goals.

About mirada plc

mirada creates and manages services that enable consumers to interact with and access audiovisual digital content on television, mobile and online. mirada products and services are used worldwide to navigate and interact with Digital TV, VoD, multiplayer gaming, interactive marketing and payment services.

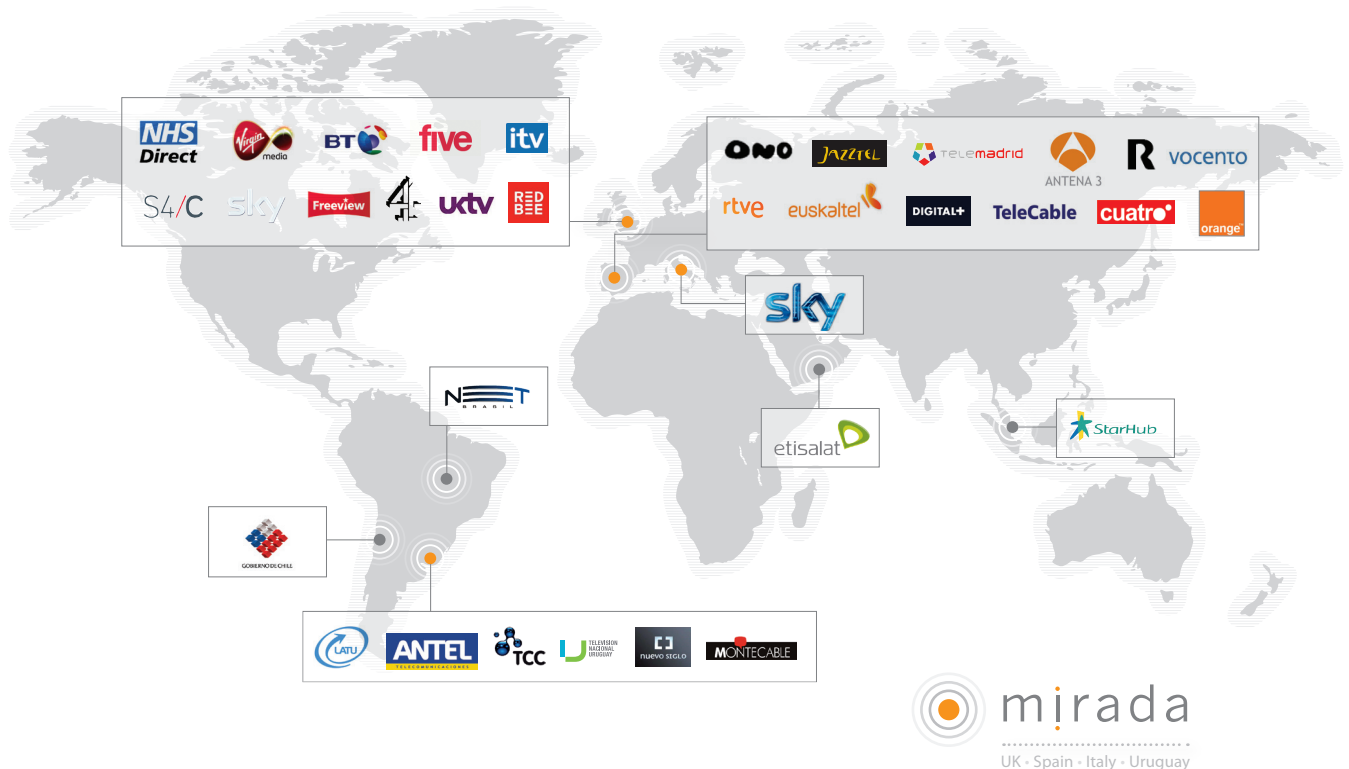
mirada enables its customers to meet their business goals through increasing the stickiness of services, monetising entertainment, building awareness and marketing services and products.

mirada provides all the elements including multiple device support (PC, set-top-box, mobile handsets), cross-platform

integration, user-interface design, database support, transactional engine, billing integration, consultancy and management services.

The company has four business areas, providing services and solutions for TV Platforms, Broadcasters and Content Owners & Creators, Gaming Companies and Brands. Through these four business units, mirada uniquely has the capability to provide a one-stop-shop that can enable customers to reach the consumer in any way, through any or all digital platforms and on a worldwide basis.

Headquartered in London, mirada has commercial offices across Europe and Latin America and operates technical centres in the UK and Spain.



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