

MIRADA LAUNCHES NEW TOOL TO GIVE CONTROL OF USER EXPERIENCE BACK TO OPERATORS

PRESS RELEASE

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Madrid, August 26, 2019 - Mirada, a leading provider of cutting-edge products and services for Digital TV Operators and Broadcasters, is delighted to announce the launch of its new product, UX Evolver, for empowering operators with greater control over the user experience of their Iris-powered platform.

UX Evolver has been developed by Mirada to be a highly flexible, easy to use and evolutionary tool that provides operators with the ability to adapt and evolve their user experience to suit new technologies and changing consumption habits.

Operators with Mirada's Iris multiscreen solution can directly access UX Evolver from a laptop in real time to adapt the user experience of any device integrated within their pay TV service, to ensure that they are providing the most effective viewing experience for their subscribers. With this new product, operators can pick and choose between every element of Iris, from manual and automatic content strips and templates to static and video banner ads and more. With UX Evolver, operators can even adapt the entire navigational structure of their platform's content catalogue if desired.

Mirada's clients can use the tool to carry out A/B testing to analyse the efficiency of any visual or navigational changes that have been made in the platform. With the help of data gathered by Mirada's data intelligence platform LogIQ, operators can compare and make data-based decisions to implement changes to the rest of their platform to help boost the user experience for their audience and maximise revenues.

With UX Evolver, operators benefit from the huge amount of flexibility that this new tool gives to them and their platform, such as the ability to choose and adapt components of the acclaimed Iris Inspire interface to suit each unique device. For example, an operator's editorial team may choose to implement a video ad banner in the home screen on leanback devices such as set-top boxes and smart TVs to promote premium content, whilst using a more visual, static banner on smaller, lean-forward devices such as smartphones. With the tool, operators are able to preview changes on any device before making them visible to the end user.

UX Evolver will soon be available to any of Mirada's clients who wish to have more control over their platform, and the company will continue to roll out new additional components and features, such as multiple or personalised content strips and the configuration of different menus, to evolve and future-proof operators platforms. For a first look at the new product, visit Mirada at Stand 5.A73 at the upcoming IBC in Amsterdam this September. To book a demo with us or to learn more at the show, please visit www.mirada.tv or email marketing@mirada.tv.

About Mirada

Mirada is a leading provider of products and services for Digital TV Operators and Broadcasters. Founded in 2000 and led by CEO José Luis Vázquez, the Company prides itself on having spent almost 20 years as a pioneer in the Digital TV market. Mirada's core focus is on the ever-growing demand for TV Everywhere for which it offers a complete suite of end-to-end modular products across multiple devices, all with innovative state-of-the-art UI designs.

Mirada's products and solutions, acclaimed for unparalleled flexibility and optimal time to market, have been deployed by some of the biggest names in digital media and broadcasting including Televisa, Telefonica, Sky, Virgin Media, BBC, ITV and France Telecom. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Southeast Asia and operates technology centres in the UK, Spain and Mexico. For more information, visit www.mirada.tv.