

# COMMERCIAL LAUNCH OF IRIS SOLUTION WITH ATN OWNED VIYA TV+ IN THE US VIRGIN ISLANDS

## PRESS RELEASE

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**Madrid, August 11, 2020** - Mirada, a leading provider of cutting-edge products and services for Digital TV Operators and Broadcasters, is delighted to announce the commercial launch of its Iris multiscreen solution for Viya, a leading communications and entertainment provider in the US Virgin Islands.

The deployment of Mirada's multiscreen technology by Viya across the US Virgin Islands brings islanders a cutting-edge entertainment experience through the Viya TV+ service. It will deliver linear and on-demand content to internet connected media players, iOS, Android devices and web clients. Subscribers will be able to enjoy an enriched viewing experience with a selection of advanced features of Mirada's Iris technology, including the seamless and intuitive Iris Inspire User Interface and Cloud Digital Video Recording functionality.

Viya TV+ customers will now be able to enjoy an amazing entertainment experience of live TV, cDVR and Video on Demand using their own device, in addition to the Viya TV+ media player with up to 4K HDR picture quality and Dolby Surround Sound Audio. Following the initial commercial launch, Mirada will continue to enhance the Viya TV+ experience utilising the Iris technology to enable additional services such as transfer of viewing sessions between devices; remote control functionality between handheld devices and set-top boxes; user profiles; personalised recommendations; a "best-in-class" OTT experience; and features for impulsive purchases of TVoD content and subscription packages. Viya will also have access to valuable insights from Mirada's data analytics platform, LogIQ, with consumption and subscriber analytics.

**Mark Jensen, Executive Director of Video Product and Strategy of ATN, commented:**

"Mirada and our partners have delivered the technology to enable a market leading TV user experience with advanced media features delivered through cloud services. We recognise the importance of being connected and we have provided our customers with the ability to connect their media player to the internet enabling a connected TV experience such as cDVR, time-shift of live TV, video on demand and many other advanced features. We are able to leverage our advanced broadband service both inside the home and through our mobile service."

**José Luis Vázquez, CEO of Mirada, commented:** "We are delighted to announce the commercial launch of our Iris multiscreen solution for Viya. We hope to provide Viya customers with the best possible audio-visual experience with a world-class product."

### 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](http://www.mirada.tv).

### **About Viya**

Viya is the largest telecommunications provider located in the U.S. Virgin Islands (USVI), providing a full suite of telecommunications and entertainment services. Our family of services for both the business and residential markets include wireline and wireless voice service, fixed and mobile broadband plus cable television service offered over a hybrid fiber-coaxial wireline network and a newly deployed, state-of-the-art 4G LTE wireless network serving St. Croix, St. Thomas, and St. John.