

MIRADA LAUNCHES IRIS FOR “ZAPI”, NEW PAY TV PLATFORM IN SPAIN

PRESS RELEASE

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Madrid, 29 September, 2020 - Mirada, a leading provider of integrated software solutions for Digital TV operators and broadcasters, is delighted to announce the commercial launch of Zapi, a new OTT-based Pay TV platform for Plataforma Multimedia de Operadores (“PMO”) in Spain.

The launch of the new OTT service, known as “Zapi”, allows PMO’s subscribers to watch the content with a cutting-edge viewing experience across Android TV-based set-top boxes, laptops, Android & iOS smartphones and tablets, and a wide range of smart TVs such as Samsung, LG, Sony, Philips, HiSense and many more.

This is Mirada’s biggest launch of Iris solution with its custom launcher for Android TV Operator Tier STBs in Europe. It will enable all end consumers with Zapi’s platform to not only benefit from the market-leading features of Mirada’s technology, but also from all the advantages of an Android solution, such as Google’s Play Store with its wide variety of apps. Zapi on the other hand provides the subscribers with a highly demanded Android box and not with a generic UI, but with a custom launcher based on Mirada’s Iris and with Zapi’s brand identity, hence increasing their own brand value enriched by Google and third party services.

With this launch, subscribers can enjoy all the advanced features of Mirada’s Iris technology, including unique tools for content discovery, catch-up, start-over and timeshift functionalities, personalised recommendations, cloud DVR and more. PMO will also have access to LogIQ, Mirada’s data analytics platform, to access valuable insights, crucial not only to improve the operation and provide better service to their subscribers, but also to further enhance their business strategy and market positioning by obtaining important information on the platform use.

This project is also in line with Mirada’s Bring-your-own-device (BYOD) strategy, which focuses on providing the Iris multiscreen technology across all major consumer electronics devices to serve the ever-increasing demand for content on all platforms. Following the initial launch, Mirada will continue working to deploy PMO’s OTT service across more devices.

PMO is a company created by multiple Spanish local telecommunications services’ providers which unifies the country’s historic cable industry under a common Pay TV platform, aiming to become one of the top players in Spain.

José Carrillo, CTO of Plataforma Multimedia de Operadores, commented: “The TV service that we are launching today represents a significant leap in the quality that our customers receive. From now on, they will enjoy our television however, whenever and wherever they want. The wide variety of devices supported by Mirada Solution improves the user’s experience since it is unnecessary to change from one device to another to enjoy the service. Also, Zapi is the first OTT television platform in Spain that, besides offering general content, focuses on local content, completely exclusive for the user.”

José Luis Vázquez, CEO of Mirada plc, commented: “We are proud to announce yet another commercial launch of our Iris solution, this time with Spain’s Plataforma Multimedia de Operadores,

owner of one of Spain's largest TV platforms. Our ability to provide the customer with the solution for a wide range of devices, including Android TV-based STBs, is a source of particular pride. We are certain it will help Zapi to substantially differentiate itself from the competition, offering a product that is in high demand without compromising brand identity or the user's experience. As our acclaimed Iris technology is being deployed in evermore markets across the globe, it is becoming increasingly recognised for its versatility and quality."

About Plataforma Multimedia de Operadores

Plataforma Multimedia de Operadores is a new company, created by the main players of the historical cable industry in Spain, to launch this challenging project. The members of this strategic partnership are PTV Telecom (Telecommunications company with more than 30 years of history and well established in southern Spain), Opencable (Telecommunications Wholesale Services Operator participated by more than 60 local operators with more than 25 years of experience in the TV sector) and ACUTEL (Association of Local Telecommunications Operators of Andalusia)

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 over 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, ATN International, Telefonica, Sky, Virgin Media, BBC, ITV Skytel and France Telecom Orange. 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.