

# IRIS

## SWIFT MODE

POWERED BY  **mirada**

Iris in Swift Mode is Mirada's turn-key solution to help any operator, broadcaster or content provider launch a state-of-the-art TV and VoD service with a seamless and engaging UX to attract and retain audiences.

Reap the rewards of Iris that empowers operators worldwide:



### TIME-TO-MARKET

Launch a video service in under 90 days with a cloud-based solution that includes pre-integrated components from third parties such as security and geoblocking.



### COST-EFFECTIVE

Avoid the large upfront investment and reduce integration fees, and benefit from Amazon Web Service's pay as you grow model to adapt to your customer base.



### WORRY-FREE

Benefit from advice and support from Mirada during the planning phase and through to deployment and ongoing maintenance and product updates.



### HIGH QUALITY

Provide an advanced UX with cutting-edge features to promote live, on-demand and third-party content, attract and retain customers and maximise consumption.



### FUTURE-PROOF

Receive product updates, consumption, operational and navigational insights, and adapt and improve your platform with audience segmentation, micro-targeting and A/B testing.

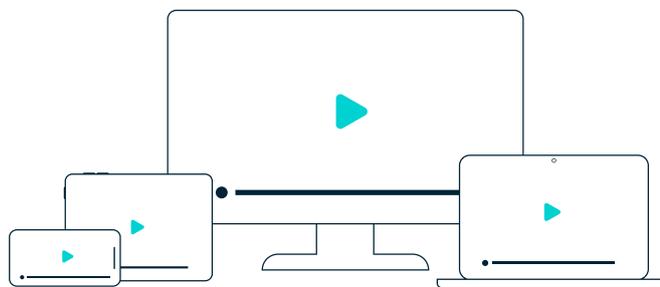


### PROVEN REFERENCES

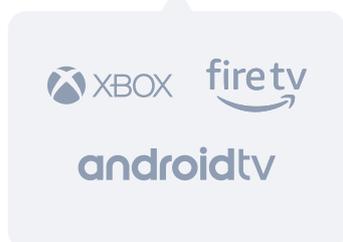
Benefit from Mirada's proven Iris technology deployed in over 5 million devices worldwide, and over 20 years of experience empowering operators with video platforms.

## SUPPORTED PLATFORMS

Engage your audience anytime and anywhere with seamless and intuitive multiscreen interactivity across all major devices.



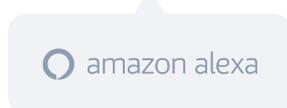
### STREAMING DEVICES



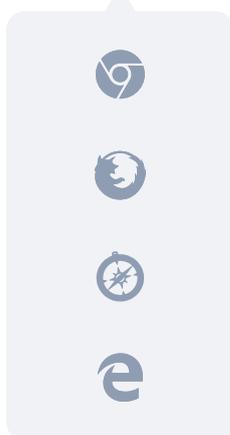
### TABLETS & SMARTPHONES



### VOICE ASSISTANT



### WEB CLIENT



### OPERATOR STB



### SMART TV



## THE ULTIMATE VIEWING EXPERIENCE

With Iris in Swift Mode, your service will include the latest features and functionalities currently only offered by a handful of leading operators to facilitate content discovery, maximise engagement and future-proof your service.

 TV Everywhere seamless and intuitive multiscreen experience

 Past-TV with timeshift, startover and retro-EPG

 Content discovery, search and recommendations

 Navigational, business, consumption & operational analytics

 Video banners, self-promotion and sponsorship ads



 Linear, on-demand, SVoD & TVoD content

 Live2VoD and cDVR

 User profiles and micro-targeted UI

 Advanced control of UX & content presentation

 Segmentation, A/B & multivariate testing

and more