

MIRADA DEPLOYS OVER ONE MILLION ANDROID TV OPERATOR TIER SET-TOP BOXES POWERED BY IRIS SOLUTION

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Mirada, a leading provider of integrated software solutions for digital TV operators and broadcasters, announces that across its customer base it has surpassed the deployment of one million Android TV set-top boxes powered by their Iris solution.

Android TV is fast becoming the platform of choice for operators. Together with Mirada's Iris product it offers superior functionality, with access to Google's app store, voice control, personalised recommendations and a user interface that puts content first. It also grants operators and service providers the ability to easily layer on their own branding.

It has long been a central piece of Mirada's approach to empowering its customers with the tools they need to become the only entertainment hub for their users. Iris offers the viewers their favourite content together with all the sought-after Android features, like access to the apps in the Play Store, all within the operator's own experience that they already know and enjoy.

Mirada's CEO, José Luis Vázquez, commented: "To have rolled out our Android TV Operator Tier set-top boxes at a rate of circa 17,000 per week despite the global chipset shortage and installation challenges posed by the pandemic is both a great achievement and strong validation of our decision to back this technology.

Android TV is now seen as the gold standard in the industry, and having established ourselves as one of the world's preeminent providers, we are incredibly excited about the growth opportunities that lie ahead with both existing and prospective customers as market conditions continue to normalise."

ABOUT MIRADA

Mirada is a leading provider of integrated software solutions for telcos, TV operators, broadcasters and video streaming services worldwide. Led by founder and CEO José Luis Vázquez, the Company prides itself on being a pioneer in the world of digital TV for over 20 years. Mirada's core focus is empowering its clients to respond to consumers' ever-growing global demand for digital content, offering a complete suite of end-to-end modular

products across multiple devices with innovative state-of-the-art UI designs.

Mirada's multiscreen technology, acclaimed for satisfying even the most demanding audiences, has been deployed by some of the biggest names in the telco world, including Televisa, Telefónica, Sky, Virgin Media and the BBC. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Asia and operates technology centres in the UK, Spain and Mexico. For more information, www.mirada.tv.