



Mirifice[™]
Broadcast Technologies

Press Release

Amino Communications to resell MiriMON®

11 September 2008

Mirifice signs up Amino Communications as a Master VAR.

Amino Communications, the leading supplier of IPTV Set-Top Boxes (STBs), to resell MiriMON®, the leading Quality of Experience (QoE) Assurance system.

11 September 2008 – Mirifice Ltd are pleased to announce that it has strengthened its relationship with Amino Communications through a Master Value Added Reseller Agreement.

Amino will re-sell MiriMON to existing and new customers through its channel partners and through direct sales. This agreement allows IPTV operators around the globe to meet their needs for QoE assurance through their trusted relationship with Amino.

Amino's award winning range of AmiNET™ STBs have a justified reputation for providing exceptional value and reliability. MiriMON will enhance the value Amino brings to IPTV service providers by allowing them to measure and improve the QoE they provide.

Paul Tinkler, President of Sales at Mirifice, says, "Mirifice and Amino have already successfully collaborated on a MiriMON deployment at COMSTAR-Direct in Russia. We are delighted to sign this agreement with Amino, which formalises the strong relationship between the two companies."

COMSTAR-Direct in Russia is using the MiriMON QoE Assurance solution to measure and improve the IPTV services they provide.

Gary Hamer, Sales Director EMEA at Amino, said "QoE assurance is a hot topic in IPTV and our customers are looking for an effective solution to ensure the optimum experience for their customers. Following the deployment of MiriMON at one of our major customers, we have created an effective process for taking this product to other IPTV service providers. Working with Mirifice

extends the offering from Amino and goes to the heart of our customers' needs”

Paul Tinkler, added, “The Amino brand represents innovation and reliability in the IPTV ecosystem. Mirifice have worked with the Amino team for three years and is proud to formalize this relationship around our MiriMON product. It is good news for the two companies and for our customers”

MiriMON is the market-leading QoE assurance solution, providing a real-time view of the service delivery and quality of experience for each and every customer in the network.

Come and visit us at stand: 6.A29b
IBC 12 – 16 September 2008, Amsterdam.
www.ibc.org

About Mirifice Ltd

For additional information on Mirifice, please contact info@mirifice.com:

Mirifice Ltd is headquartered in Bath, UK. Formed in 2004, it provides key software development, project management and consultancy staff to the broadcast industry. The company's product range includes MiriMON, the award-winning system for real-time monitoring of live Digital TV networks, and MiriATE, a powerful technical environment for testing and control of set-top boxes and other devices.

Customers include BSkyB, Virgin Media, Top-Up TV, Comstar Direct, Pace, Gateway Broadcast Services, Open TV, Tandberg and Thomson.

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Visit Amino at stand: 5.B40 at IBC 12 – 16 September 2008, Amsterdam.

About Amino Communications:

Amino is the specialist in products and technology for IPTV, Internet TV and in-home multimedia distribution.

Amino products provide telecom, broadcast and hospitality firms with a 'front door' to IPTV: a range of software and set-top box systems that can be tailored to offer highly scalable and targeted systems. The award-winning AmiNET™ range is used by leading service operators in over 80 countries.

Amino's 'AssetHouse' technology takes IPTV to the next level, allowing clients such as BT Vision to think like retailers and package, personalise and refresh extra revenue-generating services to viewers. This opens the door for content producers, telecoms companies, broadcasters and web TV firms to maximise opportunities through better services, targeted content and greater choice.

Amino Communications and AssetHouse are wholly owned subsidiaries of Amino Technologies PLC. Listed on the London Stock Exchange AIM, symbol AMO. Amino's HQ is based near Cambridge, UK, with offices worldwide.

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