



DTG and Mirifice announce strategic automation partnership

25 August 2009, London – The Digital TV Group (DTG), the industry association for digital TV in the UK, has announced a strategic partnership with Mirifice, the leading innovator in test and monitoring systems for broadcast, to introduce automation to the DTG’s digital television test and conformance regimes.

DTG Testing: the DTG’s Test Centre will be introducing Mirifice’s MiriATE automation system into its testing processes from September to improve the reliability and repeatability of tests and to greatly increase the throughput of the Test Centre.

DTG Testing holds an exclusive contract to provide the test and conformance regime for the Digital Tick certification mark, the Freeview, Freeview +, Freesat, Freesat +, Freeview New Zealand logos and the upcoming Freeview HD service.

The DTG will demonstrate a specially customised version of Mirifice’s MiriATE® automated test system on the DTG’s stand (5a45) at this year’s IBC show in Amsterdam.

The MiriATE system, which will initially be used for MHEG testing, is able to automatically interpret a receiver’s video and audio output, while controlling the device inputs and environment and is capable of testing up to 96 receivers in parallel 24 hours a day. Benefits for manufacturers including a shorter time to market, improved quality and reliability of testing and improved testing efficiency.

“DTG Testing is committed to continually enhancing the service we offer to manufacturers.” said Richard Lindsay-Davies, Director General of the DTG. “The introduction of automation to our test regimes will reduce the time taken to test products and provide a more controlled testing environment, ensuring even greater consistency of test results.”

“World-class services such as Freeview, Freesat and Freeview HD require a truly world class test and conformance centre. These enhancements to our already robust and reliable test and conformance regime will be crucial to delivering a rich, vibrant and stable consumer experience as digital switchover and the Freeview HD service roll-out.”

Keith Monserrat, CEO of Mirifice said “Mirifice is delighted to be at the heart of the DTG testing and conformance regime supporting the DTG’s drive to meet customer requirements for quality and reliability.”

To arrange a demonstration of DTG Testing’s MiriATE system at IBC please contact Hannah Langston: hlangston@dtg.org.uk

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About the DTG

The Digital TV Group (DTG) is the industry association for digital television in the UK and is independent and platform neutral.

Formed in the mid 90s to facilitate the introduction of digital terrestrial TV in the UK, the group is now at the centre of UK digital TV development. It published and maintains the DTG 'D-Book' which sets out the detailed technical standards for digital terrestrial TV in the UK and runs the industry's test and conformance centre: DTG Testing. The DTG has ensured the delivery of a rich consumer experience, a vibrant and stable market, and helped position the UK as a world leader in the evolution of television.

The group is presently focused on emerging consumer devices and experiences including high definition TV (HD), Mobile TV, video-on-demand (VoD) and broadband TV (IPTV).

www.dtg.org.uk

About Mirifice

Mirifice is headquartered in Bath, UK and provides software products, solutions and services to the broadcast industry. The company provides QoE monitoring solutions and platforms for automated testing. MiriMON is an award-winning system for real-time monitoring of live Digital TV networks. MiriATE is a powerful technical environment for the testing and control of set-top boxes. Mirifice also provide software development, testing strategy, project management and technical consultancy services. Mirifice customers include BSkyB, BT, Virgin Media, Top-Up TV, Comstar Direct, Pace, Open TV, Austar, Tandberg and Thomson.

www.mirifice.com