

Farncombe Consulting Group acquires Mirifice Professional Services business

Basingstoke and Bath, July 26, 2010 – Farncombe Consulting Group, the privately-owned European TV services consultancy, has acquired Mirifice Ltd's Professional Services business. The deal significantly enhances the scope and scale of the services Farncombe can offer its clients through its newly-created engineering services and testing practices.

"This agreement is a perfect fit for us," said Farncombe Managing Partner Dr Stephen Upton. "The Mirifice team complements and strengthens the skills and experience that Farncombe can offer its existing clients. Farncombe now has the capability to provide end-to-end consulting services to the digital video sector: from strategy and business planning through to implementation and testing."

Mirifice sold its Professional Services business to focus on developing and marketing its successful products, which include the MiriATE test automation system and the MiriMON set-top box monitoring solution. Farncombe will work closely with Mirifice, as a partner of choice, offering solutions based on these products.

"This mutually-beneficial deal allows Mirifice to have the single focus of growing its successful products business and ensures even better services for our existing clients," said Andrew Barker, CEO of Mirifice Ltd. "Clients of Mirifice Professional Services will continue to be supported by the same personnel, but will now be able to take advantage of the additional resources and expertise offered by the Farncombe Group."

All Mirifice Professional Services employees and associates have now transferred to Farncombe, including Managing Partner Gary Marshall and Sales Director Geoff Aitken.

Gary Marshall said he was pleased that Mirifice's Professional Services team were now part of the Farncombe Consulting Group. "Having worked alongside Farncombe on projects for our customers it is great to be part of the group. We will now be able to offer clients a truly comprehensive project experience from inception to delivery. The Farncombe Group is now one of the leading specialist Digital TV consultancies worldwide."

For further information about this press release, contact either Farncombe or Mirifice as below:

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About Farncombe Consulting Group

The Farncombe Consulting Group is a specialised professional services firm operating in the broad digital video technology, telecoms and digital media sectors. Initially focused on pay-TV and digital TV technology through founder company Farncombe Technology, it has since grown into a globally-recognized television consultancy, servicing a large international client roster that includes broadcasters, operators, telcos, hardware and software suppliers and a variety of government, regulatory bodies and private equity companies.

The Farncombe Consulting Group's current focus is on the increased opportunities made available by a converging market which extends from cable, satellite and terrestrial delivery to telco-managed IPTV, video-over-Internet and mobile TV offerings.

The Group comprises a number of practice areas covering a wide range of core skills. These include:

- Strategy
- Technology Consulting
- Programme Management
- Content Security
- System Integration
- Engineering Services
- Test and Certification
- Design

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About Mirifice

Mirifice helps TV network operators and consumer device manufacturers to provide their customers with a better quality of experience, ensuring greater customer satisfaction and lower costs. Mirifice's software products include MiriATE and MiriMON.

MiriATE, a powerful system for testing set-top boxes and the Digital TV services accessed through them, reduces time-to-market and ensures that the consumer receives a high-quality product.

MiriMON, the award-winning system for real-time monitoring of interactive TV, gives operators a live view of the customer experience they deliver. MiriMON alerts the operator to service delivery problems and provides root-cause analysis to support fault resolution.

Our customers include ADB, Amino, Austar, BT, Comstar Direct, DTG, Miniweb, Pace, Sony, Telenor, and Top-Up TV.

www.mirifice.com