



**Mirifice**<sup>TM</sup>  
Broadcast Technologies

## Press Release

### Miniweb to test hybrid DVB / IP STB solutions with MiriATE®

09 September 2009

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09 September 2009 – Miniweb, the Interactive Service Provider that is enabling internet video, interactivity and relevant, web-style advertising on TV has purchased the MiriATE test automation system to scale the in-house testing capability for its Miniweb Client software and customer STB integrations. Miniweb's platform addresses business and consumer needs for converged broadcast and broadband entertainment with internet video, recommendations, search, micropayments, community functions, social networking and personalised web-style interactivity for TV viewers. The Platform enables network operators, media and TV device companies to benefit from the global growth in broadband enabled TV services. This results in a richer community driven viewer experience. The company's platform is already enabling web-style interactivity on the TV, with over 9 million BSkyB viewers having access to TV Sites via the Miniweb service.

Niall Buckingham, Director and Founder at Mirifice, says, "Miniweb is a leader in interactive TV and we are proud that they have selected MiriATE. By providing a reliable and repeatable automated testing capability that can run 24 hours a day, MiriATE will help Miniweb thoroughly test new features and device ports while reducing the cost and time of testing."

Patrick Sansom, Chief Technology Officer, at Miniweb says "I believe MiriATE will initially deliver Miniweb significant and tangible business benefit by providing extensive endurance testing for new device and middleware ports of the Miniweb Client but as we continue to roll out new features in our Miniweb Client and Platform MiriATE's regression testing capability will undoubtedly prove invaluable."

MiriATE provides Miniweb with the ability to automatically test new device ports and interactive application features and to run realistic and representative tests across multiple devices before deployment. MiriATE offers advanced features such as video analysis, motion detection, region comparison and optical character recognition (OCR); these are critical in automating the majority of tests, as they replace the need for manual recognition and verification. Additional benefits include multiple concurrency and test scheduling on a platform which offers 24/7 availability, resulting in reduced costs and improved time-to-market.

The MiriATE system can scale from a solution for 4 set-top boxes to very large systems for 100s of set-top boxes.

**Going to IBC2009? Visit Mirifice at Stand 2.C21 and Miniweb at Stand IP512.**

**About Miniweb Interactive**

Miniweb is an Interactive Service Provider operating a managed services platform that enables internet video and interactive media on broadband connected TV devices. Our open, standards-based platform addresses business and consumer needs for converged broadcast and broadband entertainment delivering internet video, recommendations, search, and personalised web-style interactivity for TV viewers. The platform enables network, media and TV device companies to benefit from the global growth in broadband enabled TV services allowing monetisation of viewer interaction with linear and internet delivered media. This provides consumers with a wide choice of broadband video content to complement their broadcast viewing and allows video content owners and aggregators to gain new distribution channels and revenue streams.

Miniweb's contribution to broadcast and broadband convergence has been recognised through recent award wins including: Best Interactive Service / Application at the IPTV World Series Awards 2009, Pick Hit Award for Innovation at IBC 2008, and Red Herring Europe 100 Winner 2008. For more information please visit: [www.miniweb.tv](http://www.miniweb.tv).

**About Mirifice**

Mirifice is headquartered in Bath, UK and provides software products, solutions and services to the broadcast industry. Our products include MiriMON, the award-winning system for real-time monitoring of live Digital TV networks, and MiriATE, a powerful technical environment for the testing and control of set-top boxes. We 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, Tandberg and Thomson.

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