



Press Release

Oslo/Bath, 04/09/2007

Scaberia and Mirifice sign cooperation agreement to target extended solutions for monitoring end user behaviour and video streaming quality

Scaberia Ltd, a Norway based technology and innovation consultancy, and Mirifice Ltd, focusing upon broadcast technology and solutions, have signed an agreement to target monitoring and end-user behaviour challenges, faced by Telco, Broadcast network and mobile operators as they introduce next generation digital services.

“Companies create internet online services by launching them, see how they work and then change them accordingly in very short time to market cycles until they have an optimum result. In the TV distribution and VoD world it is always on issue to get sophisticated system data and parameter and time to market cycles are taking much longer. This is where Mirifice with their Mirimon monitoring system can add substantial value to our clients. New and higher quality video services are faster to evaluate, because all relevant system parameters are very simply available. Errors can be tracked easily, different system parameters traced permanently to optimise the system and services” commented Frank Schnull, CEO Scaberia.

“New digital TV and VoD distribution system have become very complex with many details to look at. Scaberia’s experts have an in-depth understanding of complex end-to-end system and an unique market understanding. This expertise is very important to us to optimise our systems and we are excited to work with them”, says Paul Tinkler, CEO Mirifice.

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NOTES TO EDITORS:

Scaberia

Scaberia is an international innovations and technology consultancy focused on the Telecom, Broadcast and Media Industry. Services are primarily related to target the next generation convergence of technology and content. Its experts have a proven track record in the industry and a comprehensive understanding of complex end-to-end solutions.

www.scaberia.com

Mirifice

Mirifice was established in 2004 to bring innovative solutions to the broadcast industry. The Mirimon™ product is built on unique, patented technology that allows monitoring agents to run on a large population of set-top boxes in a live broadcast network, on Cable, Satellite, Mobile or IPTV. The Mirimon™ product is built on unique, patented technology that allows monitoring agents to run on a large population of set-top boxes in a live broadcast network. The agents monitor the quality of experience delivered and report when the customer's experience is poor. This enables the broadcaster to measure and improve the service they provide, reducing subscriber churn. Mirimon™ information also allows quicker fault identification and diagnosis, reducing the associated operational costs.

www.mirifice.com

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