



## **TV Genius Partners With Mirifice**

**18.8.09**

### **TV Genius Partners With Mirifice To Deliver Full Solution Set Top Box Remote Record Technology**

TV Genius, the TV and video search specialist, has announced a formal partnership with broadcast technology company Mirifice. The agreement will enable TV Genius and Mirifice to offer a single vendor solution for remote record from set-top box software, electronic programme guide and search platform to deliver a full remote record solution. The service will enable users to programme their set-top boxes from any location via the web or their mobile phone: they will be able to record programmes and set reminders using a simple interface.

This latest customer technology will form a part of the TV Genius next generation of consumer services.

Tom Weiss, CEO of TV Genius says:

"People lead busy lives and face a bewildering choice of TV content, they want to find appealing content easily and watch it at their convenience. Our system enables consumers to browse TV channel listings, search for content and receive content recommendations which can be accessed from the set-top box in the home or remotely via the web or via a mobile device, but most service providers have been missing the functionality to enable remote record. Our partnership with Mirifice turns what has previously been a long and complex project for service providers into a quick win for every broadcaster. By integrating Mirifice's set-top box technology we can now provide a one-stop-shop solution for remote recording for service providers across Europe."

TV Genius remote record is now included within its EPG and online search platform with a simple to use interface for consumers accessing the service online or via their mobile phone.

Andrew Scott - Director, Product Marketing at Mirifice says:

"Mirifice has a deep understanding of set-top box software and end-to-end broadcast network technologies. This expertise has allowed us to recently provide a Remote Record system for a major European Operator. Integrating our technology with the TV Genius content discovery platform provides

consumers with an elegant method of setting recordings on their PVR from wherever they are, using a simple mobile or web application."

Visit Mirifice at IBC2009 - Stand C21 in Hall 2.

### **About TV Genius**

TV Genius, is the TV and video search specialist, powering services for traditional television listings, promoting video on demand content and pure online and video on demand services. Brands including AOL, Sky, What's on TV and ITV.com provide services powered by TV Genius to over 8 million users per month across the web, mobile, and set top box.

For more information visit [www.tvgenius.net](http://www.tvgenius.net)

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### **About Mirifice**

Mirifice Ltd provides software development, project management and consultancy services to the broadcast industry. Mirifice products include MiriMON, the award-winning system for real-time monitoring of live Digital TV networks, and MiriATE, a powerful system for testing consumer devices, such as set-top boxes and the services accessed through them. Our customers include BSkyB, BT, Virgin Media, Top-Up TV, Comstar Direct, Pace, Open TV, Tandberg and Thomson.

For more information visit [www.mirifice.com](http://www.mirifice.com)