

# MIRADA TAKES MONGOLIA OTT WITH SKYTEL

## PRESS RELEASE

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**Madrid, December 07, 2018** - Mirada, a leading provider of cutting-edge products and services for Digital TV Operators and Broadcasters, is delighted to announce a new contract win for its Iris multiscreen solution with Skytel, one of the leading mobile and IPTV service providers in Mongolia, for their subsidiary SkyMedia.

Skytel has chosen Mirada's Iris multiscreen technology to power their next-generation pay TV service in order to provide their SkyMedia customers with the ultimate viewing experience anytime and anywhere. This contract will initially see their customers able to enjoy live, catch-up and on-demand content on their smart-device of choice, including laptops, iOS and Android smartphones and tablets.

This viewing experience will be provided seamlessly through Mirada's state-of-the-art user interface, Inspire and will include many cutting-edge features of Iris including multiscreen viewing, the ability to pause viewing on one device and resume viewing on another, cloud DVR and more, all be managed by Mirada's cloud-based back-end platform, Iris SDP.

Following the initial launch of this project, which is expected to occur towards the end of the current fiscal year, Skytel plans to expand its IPTV offering across set-top boxes and other connected devices. This will be the first commercial deployment of Iris in Asia, establishing a valuable product reference for Iris within the region and further demonstrating Mirada's ability to deliver a complex solution across a leading IPTV provider's network.

José Luis Vázquez, CEO of Mirada plc, commented: "It is fantastic to see yet another established operator choose our Iris technology to power their service to subscribers, in what is new and exciting region for Mirada to enter. We are thrilled to announce this latest contract and we look forward to seeing the results of what we are sure will be a long and fruitful partnership with Skytel."

Narantuya Dash, CEO of Skytel LLC, commented: "Mongolian digitalisation and the ICT sector are in a rapid development stage and the key players have been engaging in a quad-play strategy in recent years. Skytel has established telecom subscribers and decent success in the IPTV business, so deploying the OTT service to telecom and household subscribers will bring our business to the next level. We seek for the best of the best, and I'm so glad to announce that after a careful selection process we have concluded to work with Mirada as our OTT solution provider. We are sure that this partnership will lead to definite success and a world class product and service to customers."

### **About Mirada**

Mirada is a leading provider of products and services for Digital TV Operators and Broadcasters. Founded in 2000 and led by CEO José Luis Vázquez, the Company prides itself on having spent almost 20 years as a pioneer in the Digital TV market. Mirada's core focus is on the ever-growing demand for TV Everywhere for which it offers a complete suite of end-to-end modular products across multiple devices, all with innovative state-of-the-art UI designs.

Mirada's products and solutions, acclaimed for unparalleled flexibility and optimal time to market, have been deployed by some of the biggest names in digital media and broadcasting including Televisa,

Telefonica, Sky, Virgin Media, BBC, ITV and France Telecom. Headquartered in London, Mirada has commercial representation across Europe, Latin America and Southeast Asia and operates technology centres in the UK, Spain and Mexico. For more information, visit [www.mirada.tv](http://www.mirada.tv).