



ALi, Mirada to showcase Hybrid Solution at IBC 2017 in Amsterdam

Madrid, Spain & Taipei, Taiwan – September 5th, 2017 – ALi Corporation, a leading innovator and developer of set-top box (STB) chipsets, and Mirada, a leading provider of cutting-edge products and services for Digital TV Operators and Broadcasters, are pleased to announce their partnership to have Mirada’s Iris TV Everywhere solution, an end-to-end multiscreen platform, pre-integrated with ALi STB chipsets. The partnership has been formed to supply the market with a seamlessly integrated platform empowered by an advanced multiscreen solution and high-performance, secured STB chipsets. The collaboration between Mirada and ALi chipsets will offer the market a shortened time-to-market deployment cycle and a premium solution with applications for all devices.

Mirada’s Iris is an end-to-end TV

Everywhere product which enables TV operators to publish and promote their content across any network: DVB, DTH, IPTV and OTT. Fast and powerful thanks to the synergy between front- and back-end integration, it comes with its acclaimed Inspire UI, an unparalleled viewing experience specifically designed to boost engagement. Mirada’s product allows end users to access content from their favourite device: STB, smartphone, tablet or laptop, including access to all premium services such as Video-on-Demand, Catch up TV, Virtual Channels, Start-over, Timeshift, Download & Play and many more. With the chipset know-how from ALi, Mirada is ambitious about the latest release of its Iris solution.

“We are delighted about the integration of our Iris product with ALi’s chipsets. With this partnership, Mirada’s end-to-end multiscreen solution is further empowered by ALi’s unified

porting interface AUI, high-performance processor architecture and 3D graphic engine. We are looking forward to providing an accessible, premium experience to all viewers and help operators reduce their deployment time” , said José Luis Vázquez, CEO of Mirada.

“This partnership is mutually beneficial to ALi and Mirada, as the two Pay TV experts from different domains are now working together to create new business opportunities,” said Tony Chang, Chief Operating Officer of ALi Corporation. “The synergy between ALi and Mirada will lead to new market expansions with the hybrid solution from Mirada’ s end-to-end software and ALi’ s unified porting interface, AUI, as well as our high-performance STB chipsets. We are confident that this synergy will inspire the ecosystem with our hybrid solution to deliver an enriched viewing experience at a much shorter deployment time” .

The pre-integrated solution will be showcased both in ALi Balcony Suite Hall 1, 2F BS18-BS19 and Mirada’ s booth Hall 5, stand A63 at IBC 2017 in Amsterdam.

About ALi Corporation

ALi Corporation is a leading innovator and developer in the set-top box (STB) system-on-chip (SoC) market. By fully leveraging its core expertise in the set-top box industry, ALi Corp.’ s solutions are recognized for their high levels of integration, superior performance reliability, premier customer oriented service and compelling cost structure. Hundreds of Pay TV operators have adopted ALi Corp.’ s solutions worldwide. ALi Corp. was founded in 1987 with headquarters in Taipei, Taiwan, R&D centers as well as sales offices in Hsinchu,

Shanghai, Shenzhen, Zhuhai, Geneva, Seoul, and Noida, and technical support teams throughout Asia. For more information, please visit www.alitech.com

About Mirada

Mirada is a leading provider of products and services for Digital TV Operators and Broadcasters worldwide. With 17 years of experience in the industry, Mirada's core focus is on the ever-growing demand for TV Everywhere, for which it offers a complete suite of end-to-end products across multiple devices, all with innovative state-of-the-art UI designs. Led by Non-Executive Chairman Javier Casanueva and Group CEO José Luis Vázquez, Mirada has deployed its technology to some of the biggest names in broadcasting including Telefonica, Sky, Virgin Media, BBC, ITV and Televisa Group, the largest media company in the Spanish-speaking world. For more information, please visit www.mirada.tv

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