



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

## **Press Release David CW Rogers**

5 March 2008

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### **Mirifice says 'You're hired!'**

Mirifice Ltd, the developer of MiriMON, the system for real-time monitoring of live Digital TV networks, announces the appointment of former Amstrad CEO David Rogers as Chairman.

5 March 2008 - Mirifice Ltd has appointed David Rogers as Chairman. This move comes as the UK based digital TV services and products company seeks to develop its product line and expand the growth of its international business.

Rogers, who has already joined the Board, will focus on developing this growth strategy for the next phase of the company development.

Paul Tinkler, Chief Executive of Mirifice, one of the founding Directors of the company, said about the appointment "David brings a wealth of knowledge and experience to us. As we have developed so quickly over the last four years, it is great to have David at the helm as we enter the international phase of our business plan".

Rogers has worked as an Executive and Non-Executive Director with leading national and international organisations. In the 1990s he was Chief Executive at Amstrad and the Pye Division of Philips Electronics and President and CEO EMEA of Lucent Technologies. Since 2000 he has returned to the UK where he has been heavily involved with start-up ventures.

Rogers has also acted as an advisory director for Mast (Investment Bank), founded 1<sup>st</sup> Broadband Ltd and today helps The Royal National Hospital for Rheumatic Diseases.

Rogers says, "I join at a very exciting time for the company. To date, the majority of the revenue has been from consultancy services, but we are now at the stage of releasing new and innovative products which will take us into a whole new arena, and allow us to promote MiriMON our centre-piece product line to additional sectors and global customers."

For additional information on Mirifice, contact [info@mirifice.com](mailto:info@mirifice.com):

Mirifice Ltd are headquartered in Bath, UK. Formed in 2004 they provide key software development, project management and consultancy staff to the Broadcast industry. The company product range includes the award-winning MiriMON system for real-time monitoring of live Digital TV network deployments.

Customers include BSkyB, Virgin Media, Top-Up TV, Pace MicroTechnology, Tandberg and Thomson.

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