



Mirifice[™]
Broadcast Technologies

Press Release

Mirifice and Simplay Labs announce collaboration to automate HD testing

11 September 2008

MiriATE® HD module to use Simplay HD™ technology.

Simplay Labs, the market leader in HDMI™ performance testing, collaborates with Mirifice to create a MiriATE® HD test module.

11 September 2008 – Mirifice Ltd and Simplay Labs, LLC are pleased to announce an intent to partner on the integration of Simplay Labs HD™ testing technologies with Mirifice’s MiriATE test system.

The MiriATE system allows complex device testing to be automated, through a scripting environment that can control inputs, environment and measure device outputs through the product’s unique AV analysis capabilities. MiriATE’s rigorous automated testing improves the quality of consumer devices, leading to a reduction in their total cost of ownership.

Simplay Labs provides HDMI™ performance testing and Simplay HD certification laboratories around the globe. Simplay Labs’ HD Pretest System allows manufacturers to identify performance and interoperability issues prior to submitting devices for certification testing.

Integrating the Simplay HD testing technology with MiriATE allows manufacturers to automate their HD product testing.

Dr Niall Buckingham, Technical Director at Mirifice, says, “Simplay Labs is the established market leader in HD product performance testing. By incorporating Simplay testing technology into MiriATE we can help manufacturers further reduce the cost of developing reliable consumer devices”.

Joseph Lias, president Simplay Labs, LLC , said “Test automation can significantly reduce the development cost and time-to-market of consumer devices. Extending MiriATE to include HD interoperability and compliance testing further enhances the value it offers.”

Come and visit us at stand: 6.A29b
IBC 12 – 16 September 2008, Amsterdam.
www.ibt.org

About Mirifice Ltd

For additional information on Mirifice, please contact info@mirifice.com:

Mirifice Ltd is headquartered in Bath, UK. Formed in 2004, it provides key software development, project management and consultancy staff to the broadcast industry. The company's product range includes MiriMON, the award-winning system for real-time monitoring of live Digital TV networks, and MiriATE, a powerful technical environment for testing and control of set-top boxes and other devices.

Customers include BSkyB, BT, Virgin Media, Top-Up TV, Comstar Direct, Pace, Gateway Broadcast Services, Open TV, Tandberg and Thomson.

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About Simplay Labs, LLC

Simplay Labs, LLC, based in Sunnyvale, Calif., is the leading solutions provider of technologies, testing programs, development tools, and interoperability and performance design standards for the high-definition (HD) consumer electronics industry. The Simplay HD™ Testing Program is comprised of leading consumer electronics manufacturers and technology providers focused on delivering fully compatible products for consumers. As a result, consumers making home theater component purchases can be confident that Simplay HD verified systems exhibit the highest levels of interoperability performance and are ready to receive and play premium digital content, regardless of manufacturer. Simplay Labs is a wholly-owned subsidiary of Silicon Image, Inc. (NASDAQ: SIMG).

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