



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

## **Press Release**

### **Axiros and Mirifice to improve device management**

16 September 2008

---

#### **Integration of Axiros Axess and MiriMON® to improve management of consumer devices and services.**

Axiros and Mirifice will integrate their products to provide a more effective solution for managing service delivery.

16 September 2008 – Mirifice Ltd are pleased to announce an agreement with Axiros GmbH to integrate their products for managing consumer devices and services.

The Axiros Axess CPE management platform goes beyond TR-069 ACS provisioning functionality by offering dynamic policy management. This is achieved by signaling all device configuration and IP network changes from the gateway to the Axess server, which then dynamically reacts with appropriate policies based on centralized user, device and service profile settings.

Axess is the leading solution for device provisioning and configuration.

MiriMON is the market-leading QoE assurance solution, providing a real-time view of the service delivery and quality of experience for each and every customer in the network. The agent-based technology provides fault and performance information from the service delivery endpoint, the CPE. MiriMON is aligned with the Broadband Forum standards, such as TR-135.

Paul Tinkler, President of Sales at Mirifice, says, “MiriMON provides a unique view of the customer experience delivered via the consumer device. Axess enables dynamic consumer device configuration within defined configuration policies. Integrating these products will make consumer device management easier for operators and improve the service for the consumer”.

Gunther Klessinger, Managing Director at Axiros, said “Broadcast and broadband network operators have historically struggled to monitor and manage the consumer device in the home and the services they deliver through it. The combination of MiriMON and Axess provides a powerful capability to meet this need”.

**Come and visit us at stand: 6.A29b**  
**IBC 12 – 16 September 2008, Amsterdam.**  
[www.ibc.org](http://www.ibc.org)

#### **About Mirifice Ltd**

For additional information about Mirifice, please contact [info@mirifice.com](mailto: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, Virgin Media, Top-Up TV, COMSTAR-Direct, Pace, Gateway Broadcast Services, Open TV, Tandberg and Thomson.

Mirifice Ltd.  
4 Abbey Street,  
Bath  
BA1 1NN  
Tel: +44 1225 460126  
[www.mirifice.com](http://www.mirifice.com)

#### **About Axiros GmbH**

For additional information about Axiros, please contact [info@axiros.com](mailto:info@axiros.com).

Axiros GmbH was founded in 2002 and is located in Munich, Germany, with development subsidiaries in Russia and Portugal. Axiros' 'Axess' open device management solution saves broadband operators 50% to 75% of their customer support expenditures. Axess was designed to act as sole middleware to transcend central business logic on all IP enabled devices (CPEs) of the subscribers, at home or on the move. Through unique centralized portal based applications, which have direct access to the subscriber devices, Axess furthermore enables unprecedented fixed mobile converged value added services.

Counted by numbers of customers (fixed broadband operators), Axiros is Europe's leader in the emerging market of auto configuration solutions for home devices.

Axiros GmbH  
Munich  
Rosenheimer Str 30-32  
Tel: +49 89 67 97 17 00  
[www.axiros.com](http://www.axiros.com)