

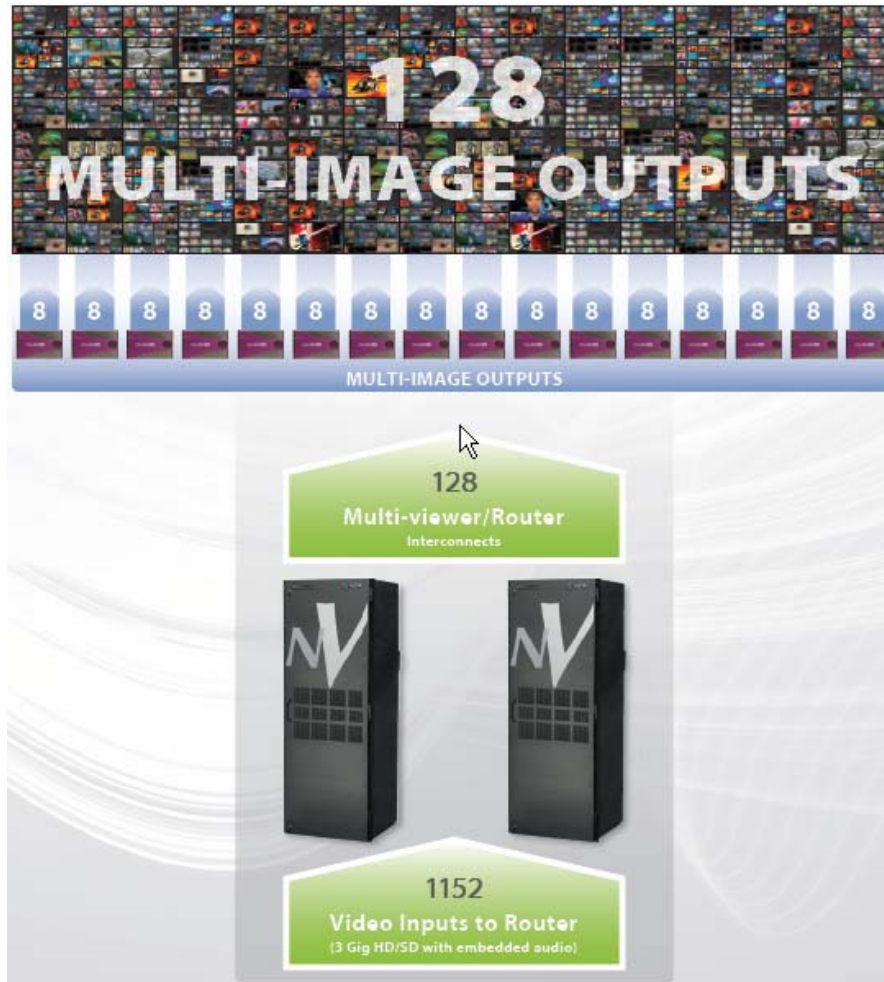
# Competitive Review Post NAB 2008

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## Miranda partners with NVision



- Very un-interesting, un-imaginative
- Just a marketing product – not an real engineering product – i.e. you don't win awards for imagination in this industry
- Using router outputs –one cable – where did they steal that I wonder?
- Their version of X-LINK carries 8 signals - our is 4 times more dense

## Miranda partners with NVision

**POWER  
USAGE!!**



**DOUBLE THE  
ELECTRONICS!**



**KX rack  
space use:  
112RU**

**NVision  
rack space  
use: 64RU**

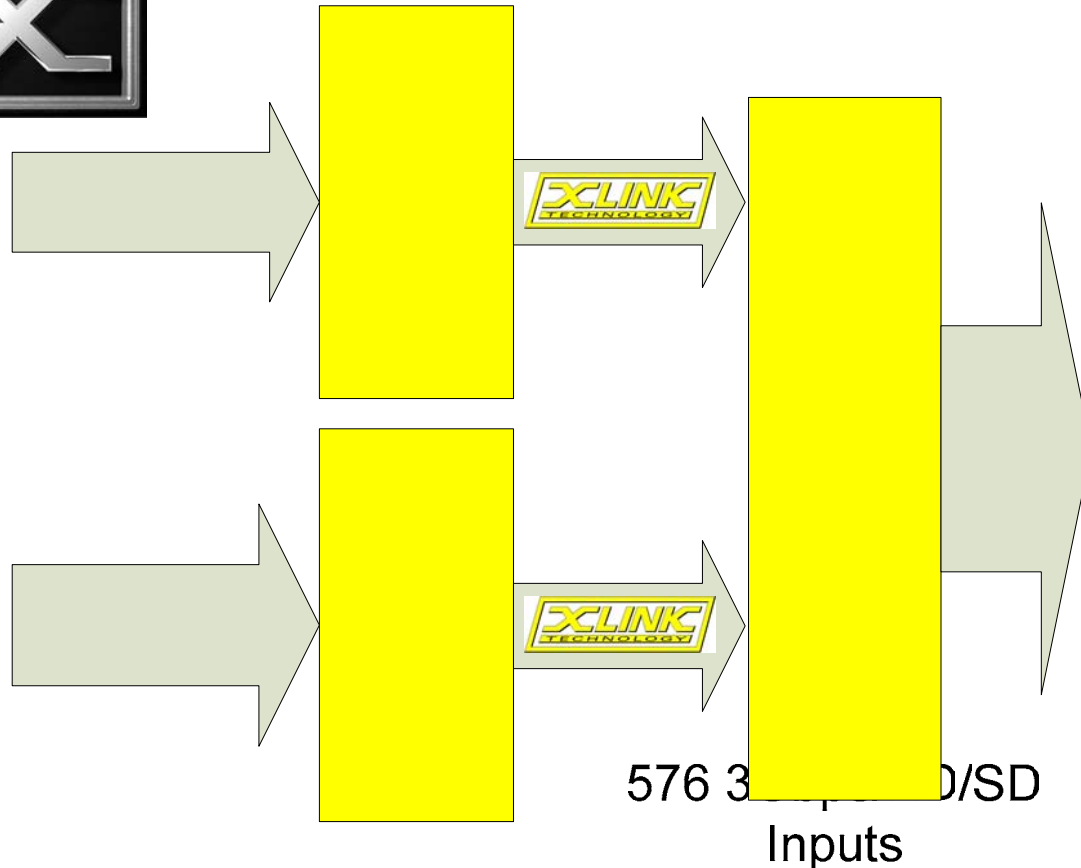
**Total rack  
space use:  
176RU**

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# The Real Largest Multi-Image Display System



1152  
3Gbps/  
HD/SD  
Inputs



216  
Displays

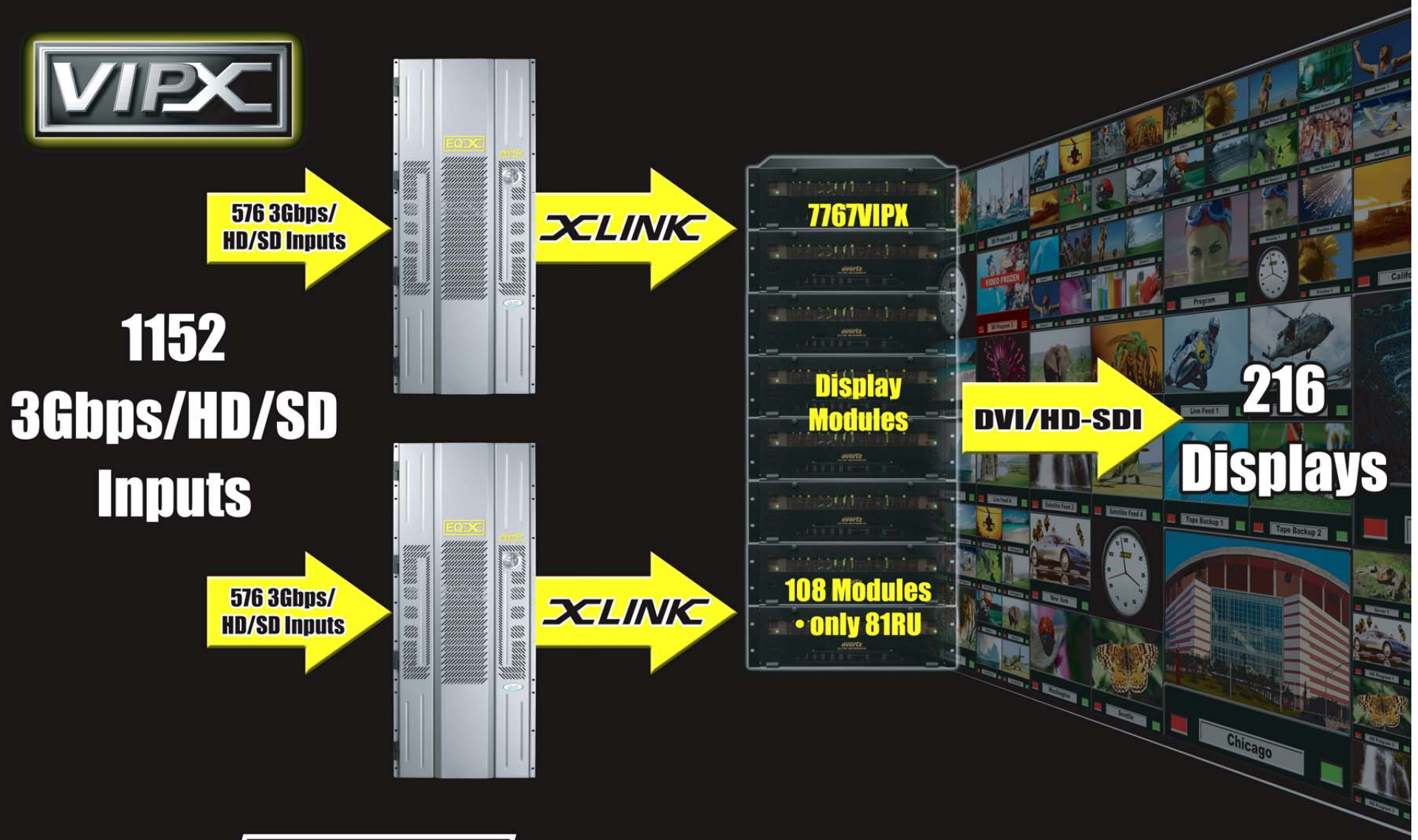
EQX26RU

**Total rack space use to match 128 displays: 100RU**





# The **REAL** Largest **TRULY** Integrated Multi-Image Display & Routing System



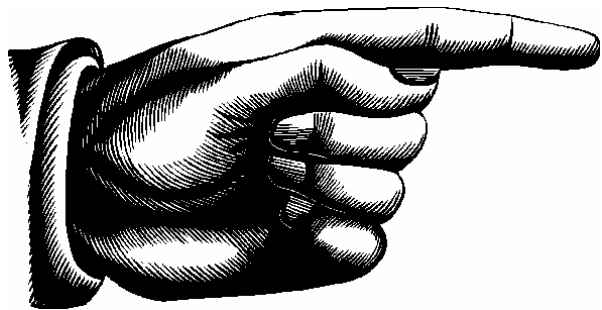
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## **Miranda partners with Probel**

- **Miranda and Probel Partner together – integrated router and multi-viewer solution.**
- **Only one day after partnering with NVision**
- **OOPS**

## Problem with Partnerships

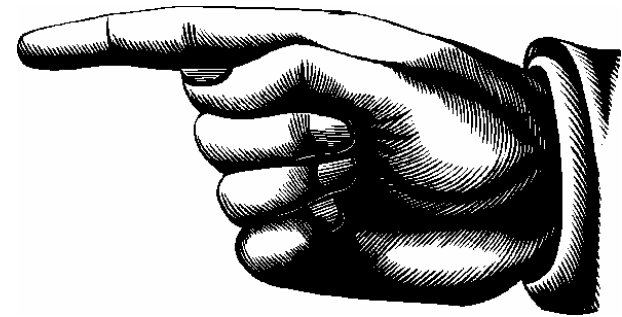
“Ours works – it’s them”



CUSTOMER

“Better call  
Evertz”

“Not our problem!”



**Many a partnership have failed when this starts**

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# Problem with Partnerships



Question:

Who will Miranda pitch  
when they need the  
router?

"I thought we had an  
agreement"



"Hey – we invested  
money in this"



"We have been partners  
the longest pick us"



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## **Now let's dig deeper into the KX**

- **Product too small! 96 to 8**
- **Claiming “192 to 12” - still too small – not enough displays**
- **Expansion is blocking – can't have any input on any display**
- **Chassis very expensive – costly to expand past a single box**
- **Running embedded PCs as their display card - susceptible to memory failure through power cycle**
- **Running Linux OS, not a real time OS**
- **Specific slot locations for cards can't be expanded in future – fixed size of input range and output range**

## **Now let's dig deeper into the KX**

- **Small toy router built in – can't be used for anything more than qc monitoring**
- **Layout tool complicated – not live design!**
- **No 3Gbps inputs!**
- **No VGA inputs, No DVI inputs – must use additional hardware to down convert to HD-SDI – low res.**
- **No ASI inputs, No IP inputs**
- **Claimed superior Image quality is market hype – Evertz quality as good or better - demonstrated in side by side shoot out**

## **Now let's dig deeper into the KX**

### **Expandable – all talk!**

- If the KX was so expandable as previous marketing bs claimed then why do they now need to partner with NVision and Probel to expand their product
- Hey mister customer – don't believe them product is limited, need an expensive router to make it expand
- Question – isn't this what they had to do with K2 – KX not any better than K2, just a different name

## **KX?**

- **What Miranda doesn't want the customers to find out:**
  - They have a MVP in their lab – that certainly helped them build a better product than the K2
  - They have not won any major deals in two years!
  - Product two years old – already old, and no real market share
  - KX missed the boat – partnerships are a tell tale sign they know the KX is an inferior product targeted at last generation applications
  - Using smear campaign and confusion to try and brainwash customers about our products

## **Centrio?**

- Centrio Cannibalizes router – wastes outputs
- Centrio is a personal computer, i.e. ticking time bomb
  - Windows OS
  - Hard Drive
- Centrio has to be installed in Platinum router
- Centrio puts more load on power supply and cooling requirements for Platinum, more at risk in single frame
- No support for compressed inputs – ASI or IP, computer inputs to SDI to display on wall
- On screen graphics are sexy and great for shows, but not practical and distracting for normal broadcast applications
- Video quality - questionable