



IMIRA ENTERTAINMENT AND TP VISION PARTNER TO LAUNCH *iMIRAPLAY* APP ON PHILIPS SMART TVS

Content portal *iMIRAPLAY* to feature new programming

Madrid, 01 December 2014: Imira Entertainment, Spain's leading production and distribution company specialising in kids & youth programming, has signed a deal with manufacturer TP Vision to launch its multiscreen multi-language kids content platform **iMIRAPLAY** through Philips Smart TV. TP Vision manufactures Philips TV across Europe and Latin America, and this partnership will see the publication of the app on all new Philips Smart TVs across both territories. The app is also available to be installed on most existing Phillips devices. The dual-language **iMIRAPLAY** app has been developed by Spanish programming firm Fractal Media.

Imira has also expanded the range of programming available to consumers. The app initially included five original Imira Entertainment series, both in English and Spanish languages; ***Lucky Fred*** (52 x 12'), ***Sandra, the Fairytale Detective*** (52 x 13'), ***Lola & Virginia*** (52 x 12'), ***Saari*** (39 x 3') and ***Vitaminix*** (104 x 2'), but has now extended the offering to include Tuba Entertainment's ***Larva*** (104 x 2' and 52 x 4'), the adventures of tiny penguin ***Pororo*** (52 x 7'), preschool-skewed ***City of Friends*** (52 x 10' and 2 x 30'), Argentinian sing along ***Horatio & the Plasticines*** (78 x 7'), hapless line drawing ***Mr. Simple*** (91 x 30') and mischievous ***Mimi & Mr. Bobo*** (33 x 22').

Following its launch earlier this year, the app is already available on a variety of connected devices and Smart TVs. After the recent deal between Imira and Toonz Entertainment, and the subsequent merger of the two programming catalogues, a range of Toonz content will soon also be available via the platform. Worldwide users can download and purchase content through the **iMIRAPLAY** app using the MYMOID payment service via mobile phone or tablet.

Albert Mombarg, Head of Smart TV at TP Vision, comments: "The aim of the Philips Smart TV platform is to offer the widest range of content and services to consumers; within this environment, on-demand kids content (whatever you want, whenever you want) is one of the most important categories and we are very excited to offer the fabulous Imira Entertainment content through our devices."

Sergi Reigt, CEO of Imira Entertainment says: "**iMIRAPLAY** is gaining ground as a content portal responding to the changing viewing habits of audiences today. Imira Entertainment is continuing to trailblaze in the digital space, finding new ways to connect with our viewers on their terms. We are thrilled to be partnering with TP Vision to further expand our reach in this space."





For further information please contact:

Monique Levine at DDA Blueprint

Tel: + 44 (0) 20 7932 9800 or email monique@ddablueprint.com

IMIRA ENTERTAINMENT (Barcelona)
Ribes, 9
08013 Barcelona SPAIN
Tel.: 34 932 650 757
Fax: 34 932 457 150

IMIRA ENTERTAINMENT (Madrid)
C. San Juan de la Cruz, 2
28223 Pozuelo de Alarcón - Madrid SPAIN

IMIRA ENTERTAINMENT (Vitoria)
Portal de Castilla 46, 1-dcha
01007 Vitoria SPAIN

Notes to editors:

Barcelona, Madrid and Vitoria based Imira Entertainment, a Toonz Entertainment owned company, is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 3,000 half hours of premium kids programs, including animated feature films.

www.imiraentertainment.com

www.toonz.co

Rebeca Pajarín, Marketing and PR Manager TP Vision Iberia

e-mail: Rebeca.Pajarin@tpvision.com

About TP Vision

TP Vision is a dedicated TV player in the world of visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets in Europe, Russia, Middle East, Brazil, Argentina, Uruguay, Paraguay and selected countries in Asia-Pacific. We do this by combining our design expertise and innovative Philips TV heritage with the operational excellence, flexibility and speed of TPV Technology. With these combined strengths, we bring high-quality TV sets to the market: smart and easy to use with sophisticated styling. We believe in creating products that offer a superior TV experience for consumers. With Philips TVs, TP Vision is a global leader in the hospitality market. TP Vision is the exclusive brand licensee of Philips TVs for the above listed countries. The TV Company is 100% owned by TPV, the world's leading monitor and LCD TV manufacturer, selling and marketing Philips branded TVs in China. The TPV Group has been able to drive its growth over the years by leveraging its economies of scale and core competencies in R&D, manufacturing, logistic efficiency and quality. TP Vision employs close to 2,000 people in several locations around the globe.