

MIRA ACQUIRES NMT ASSETS

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MIRA Mobile Television's fleet continues to grow with the addition of two vehicles acquired from the recent sale of National Mobile Television (NMT) assets. These additions include; a 53 foot, 10 camera digital expando; and 53 foot B unit. Both trucks are currently being revamped in MIRA's maintenance facility in Portland, OR, receiving numerous equipment upgrades and improvements.

"We made the decision to acquire this asset based on the demand we see continuing over the short term for high-end, 16:9 capable SD trucks" comments MIRA General Manager, Frank Taylor. "While certainly MIRA's primary, long-term investment is in HD; our clients continue to have a significant need for quality SD trucks".

The 53 foot digital expando, now designated M-10, first went to Gerling & Associates in Sunbury, OH for interior refurbishment before heading west to Portland. Upon arrival at the MIRA maintenance shop a new Kalypso switcher was added along with a new EVS bench. Consoles were replaced or refinished throughout the unit. M-10 was also run through a thorough technical checkout to insure it meets MIRA's engineering standards.

The B unit is also undergoing significant upgrades and improvements at the MIRA maintenance facility. The technical infrastructure is being improved and expanded and the interior is being redone. The B unit, now dubbed B-2, was purchased to provide support for an ESPN college football package MIRA will provide facilities for this fall. For this package B-2 will work in tandem with MIRA's latest addition to its HD fleet, M9HD, which went on the road in June.

MIRA Mobile Television is a remote television production facilities company founded in 1982. MIRA operates 10 mobile units (5 HD expandos, 3 digital expandos, 1 digital straight, and 1 analog expando). MIRA maintains offices and/or field shops in Portland, Oregon, the San Francisco Bay Area, and Vancouver, BC. The company has been providing remote television production services for more than 25 years, covering regional and national sporting events, entertainment programming, corporate and other special events. MIRA Mobile Television is a partner in Alliance Productions, www.allianceproductions.com. For more information, go to www.miramobile.com or contact Steve Meyer at 503-464-0811 or Frank Coll at (310) 629-0160.