



graphyne<sup>®</sup>

Pay-TV management system  
and content aggregation platform  
that enables operators to provide best TV entertainment package

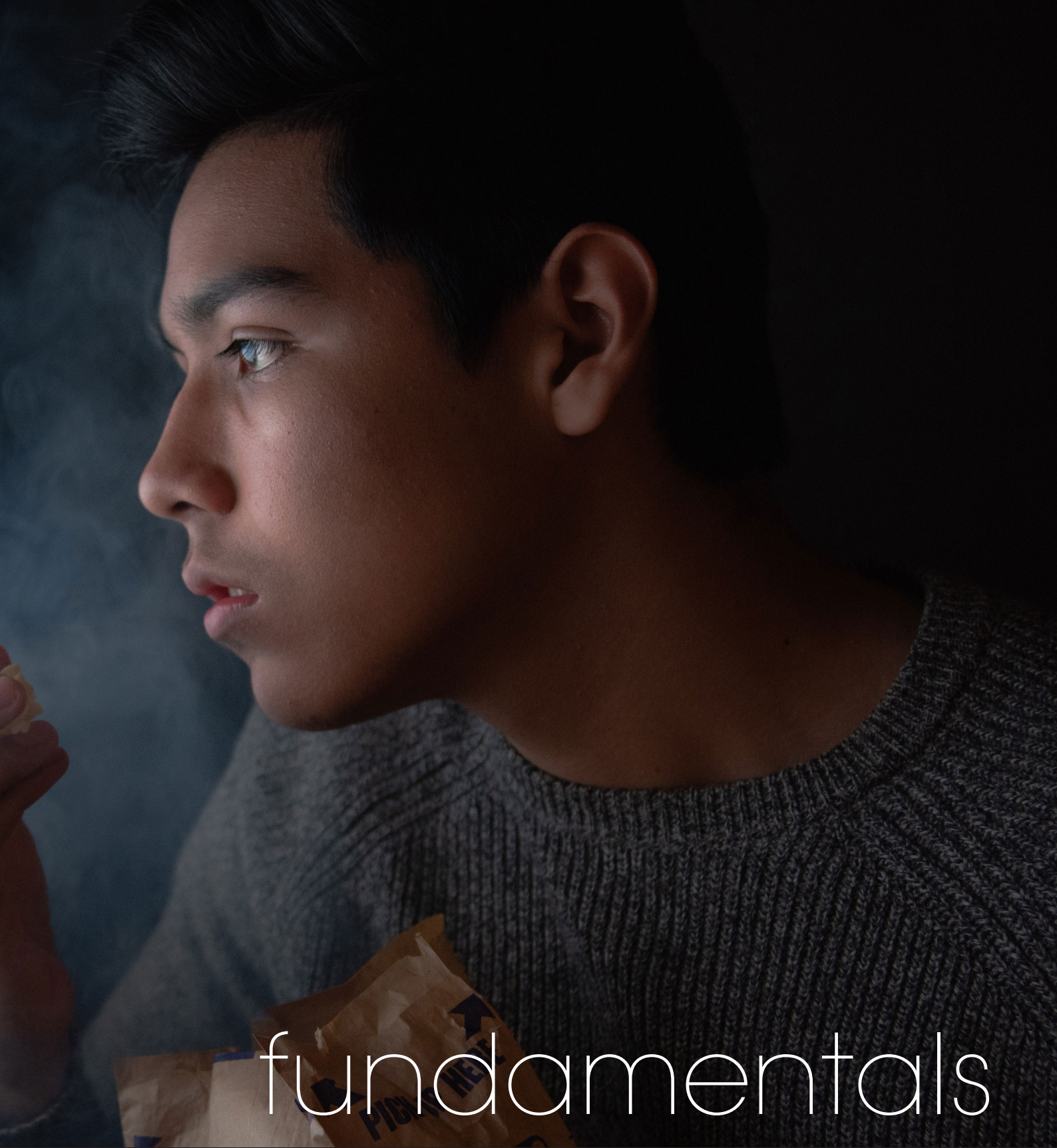


## System Integration

graphyne® is a Pay-TV management system that can be integrated within operator's existing environment. Previous investments in backend components can be utilized.

## Multi-Screen Freedom

Subscribers use the same leading-edge UI across set-top boxes, smartphones, tablets, web browsers, Apple TV, Android TV, and smart TVs - all of which are managed by a single graphyne® system.



# fundamentals

**graphyne**<sup>®</sup>

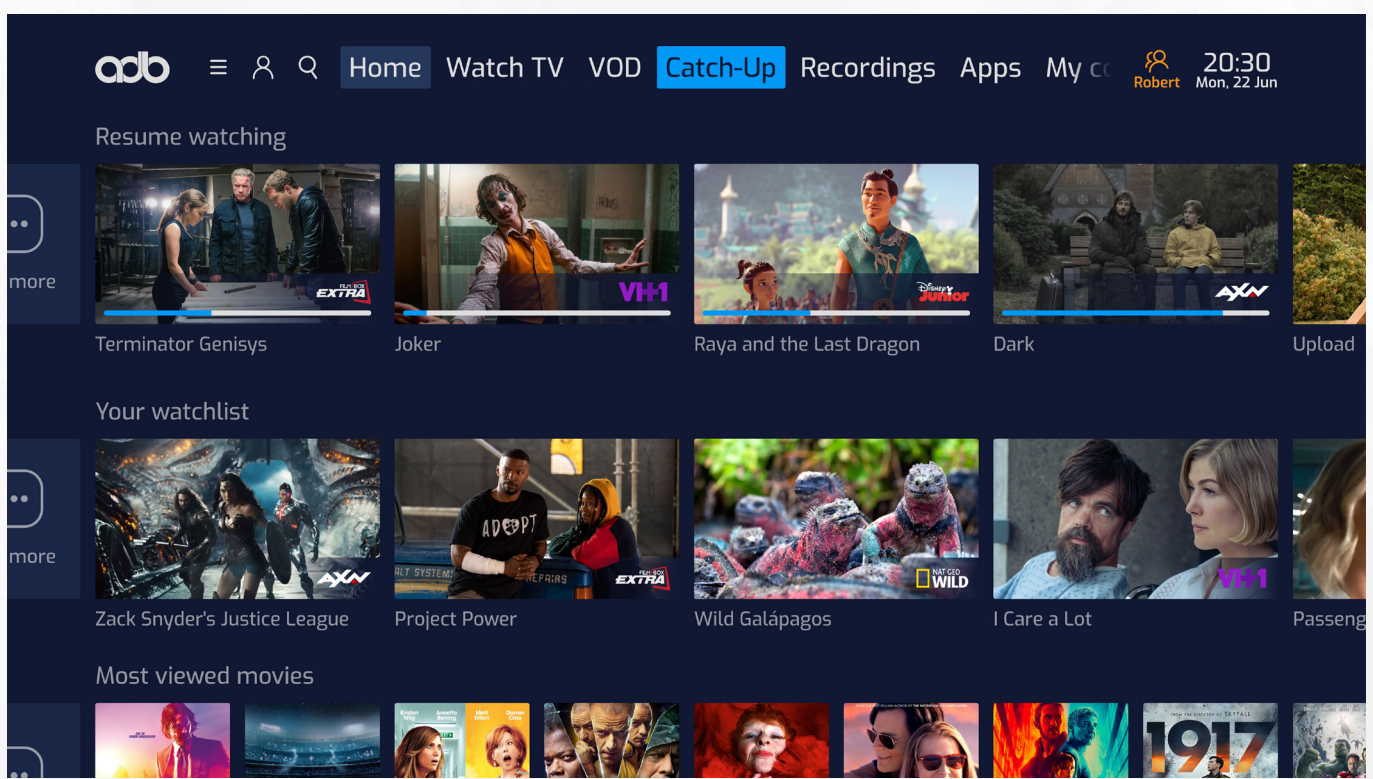
## **Professional Services**

ADB offers professional consulting, integration of new services and offer-sales maintenance to optimize the existing Pay-TV platform and ensure it works smoothly in the particular operator's environment.

# One system supports all must-have features **for Pay-TV operation**

graphyne® can be deployed as standard-based end-to-end system, or individual modules enriching existing Pay-TV platform

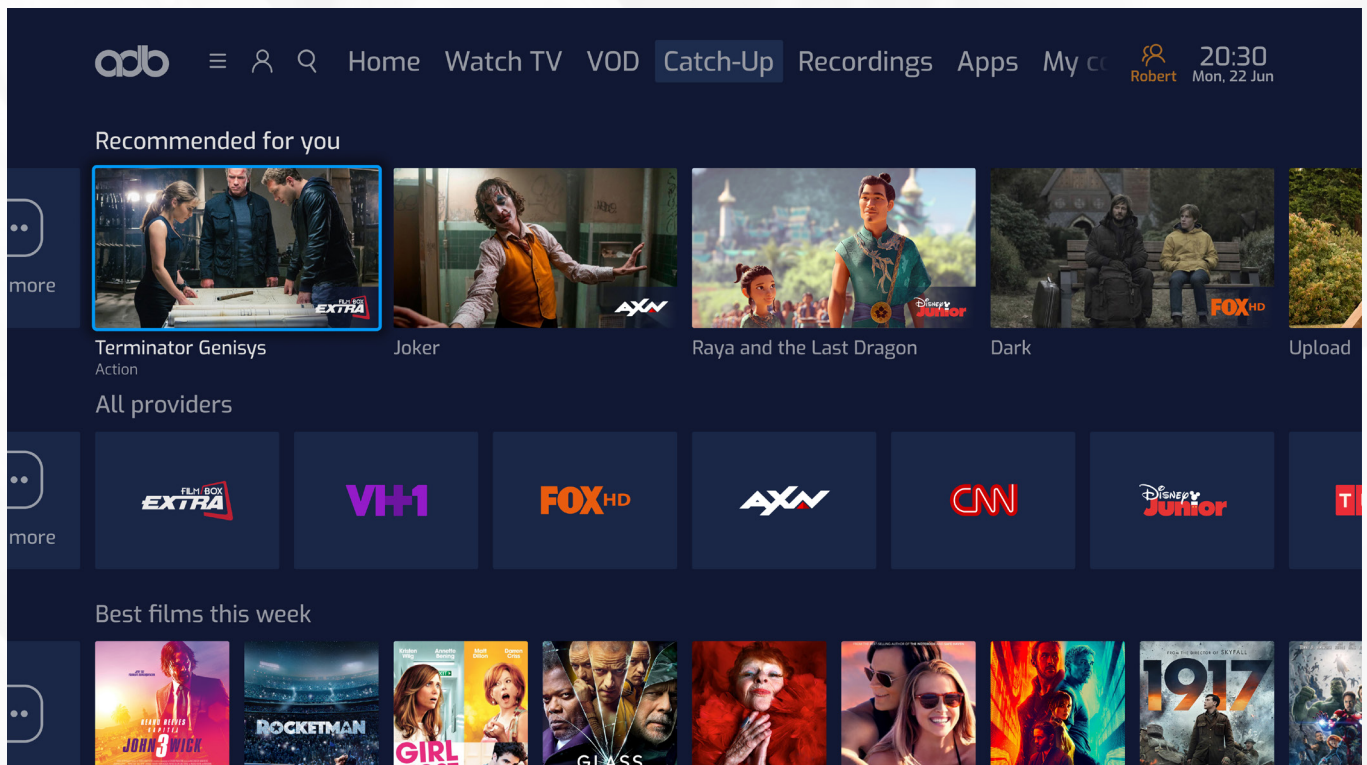
- ▲ Pay-TV Essentials – Pay-TV system components for: managing metadata associated with the delivery of Live TV channels, EPG, channel lineups and favourite lists; real-time configuration and customization of graphyne® applications; upgrading STB software in the field.
- ▲ Catchup, Start-Over – Catchup allows users to watch events already broadcasted, while Start-Over lets to restart current Live TV event when the viewer missed the beginning.
- ▲ Cloud PVR – allows for recording and storing content in the cloud for future viewing.
- ▲ VOD catalogue – Creates and populates VOD catalogue for the subscribers.
- ▲ Recommendations – Provide relevant content recommendations and personalized search results.
- ▲ Messaging and Advertising – Enables operator to send various messages and advertisements to end-users. It helps to build stronger relationship with the subscribers.
- ▲ Analytics – Lets the operator make strategic decisions on the basis of real and actual data gathered from the client devices.
- ▲ Voice Recognition – Enables search and control of the application with voice command.
- ▲ Global Search – Provides users with advanced search functionality across variety of video sources including linear TV, recordings, operator's VOD and 3rd party SVOD services.
- ▲ ADB Client applications – Working on STB, smartphones, tablets, web portals, Apple TV, Android TV, Chromecast and Smart TVs, provide access to operator's services within personalized, profile-based UI.



# The graphyne® Recommendation Engine

Make your service “stick” by delivering new levels of subscriber personalization

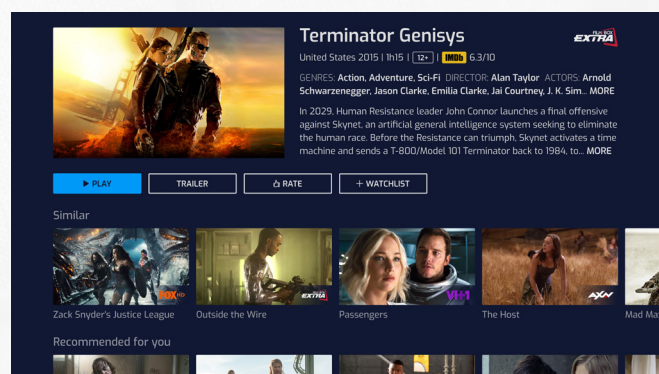
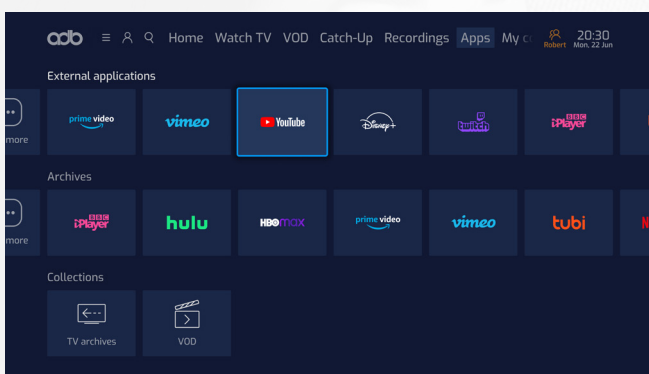
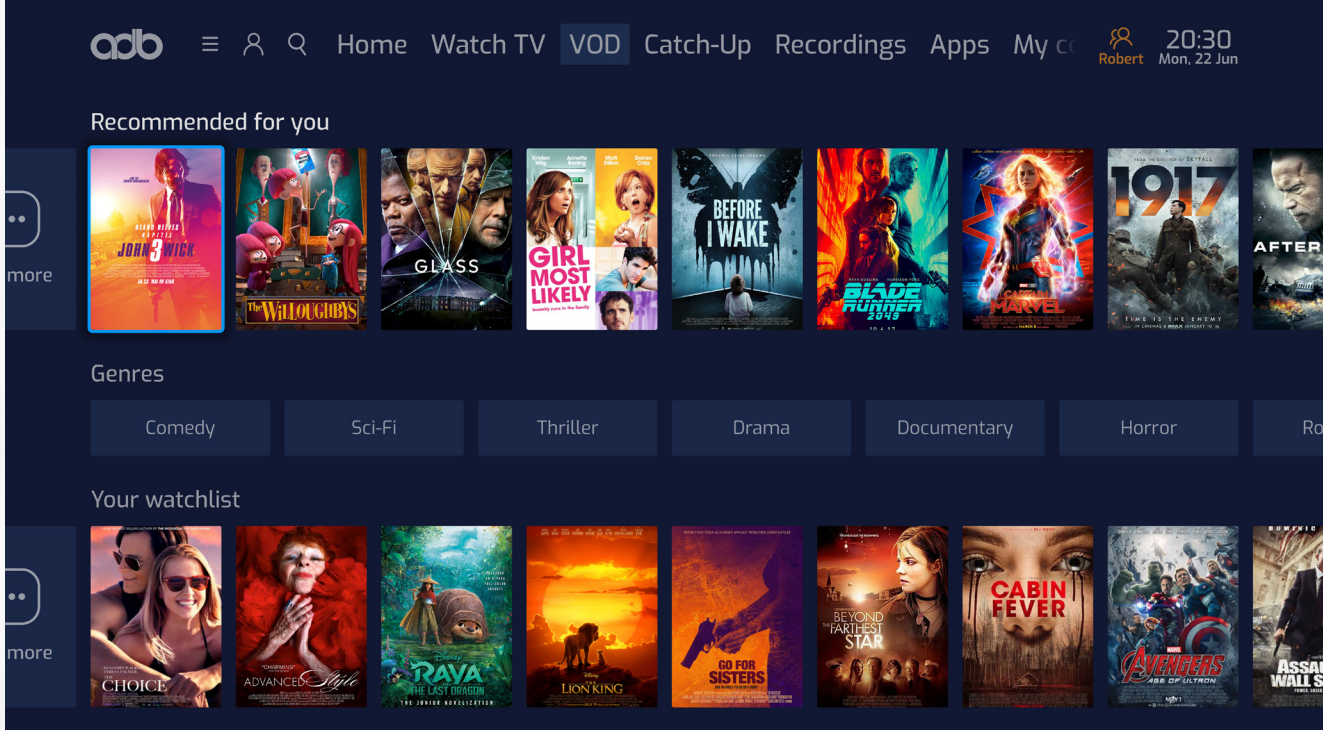
- ▲ Content is tailored to each customer
- ▲ Subscribers spend far less time on searching for content
- ▲ Upsell new content according to your strategy and subscriber preferences



## Features and benefits for subscribers

- ▲ Live, StartOver and Catch-up TV
- ▲ Local and Cloud Recordings
- ▲ Access to Video on Demand assets
- ▲ Personalized global search
- ▲ Easy to use Electronic Program Guide
- ▲ Content casting
- ▲ Rich content description package
- ▲ Personal recommendations
- ▲ Voice search
- ▲ Access to YouTube, Netflix and similar





# Harness the potential of graphyne®

Better monetize the experience and build stickiness of your offer

Features and benefits for the operator:

- ▶ Capability for aggregating metadata from various sources to combine different content types in one unified system – rich library catalogue of content, simplified and faster content discovery, building subscribers loyalty
- ▶ Unique tool to recommend the content to your subscribers, based on historical search preferences and users behavior statistics – ability to upsell the content the operator wants to promote
- ▶ Fully editable, configurable and customizable user interface without ADB involvement – independence, cost savings, fast reaction to the market and campaign needs
- ▶ Marketing automation and messaging for direct communication with your subscribers and accurate content acquisition strategy – cost saving and additional revenue streams
- ▶ Remote management of end users' devices to identify and fix issues remotely – substantial cost saving of after sales services (track roll cost, call center cost, refurbishment services cost), churn reduction and customer satisfaction growth
- ▶ Business intelligence and analytics available via easy to use dashboard, providing all information the operator needs to keep subscribers satisfied – powerful tool to increase your market share and reduce the churn

# graphyne® functionalities

## For user experience:

- ▲ Live TV
- ▲ Electronic Program Guide
- ▲ Catchup
- ▲ Start-over
- ▲ Recordings (local and network PVR)
- ▲ Series recordings
- ▲ Video On Demand
- ▲ Access to selected SVODs and OTT services (Netflix, HBO, YouTube etc.)
- ▲ Access to multiple video catalogues
- ▲ Unified experience for multiple platforms:
- ▲ STB (Linux and Android TV), mobile devices,
- ▲ Apple TV, PC
- ▲ Multi-language UI
- ▲ Content casting

## For content discovery:

- ▲ Powerful recommendation engine
- ▲ Personalized recommendations embracing all content sources
- ▲ Editorial and statistical recommendations
- ▲ Consistent content presentation
- ▲ Fast & easy content search based on specific criteria e.g. actors, genres etc.
- ▲ Sophisticated search across all content domains
- ▲ Voice search commands – multilanguage support
- ▲ Personal playlist
- ▲ Content rating
- ▲ User profiles

## For customization & configuration:

- ▲ Operator-controlled UI and branding customization
- ▲ Ability to mix content offer and advertising

## For metadata management:

- ▲ Channel lineup and VOD packages management
- ▲ Rich content description package

## Business intelligence and analytics:

- ▲ graphyne® management dashboard
- ▲ UI usage statistics
- ▲ Content consumption statistics
- ▲ A/B testing

## For communication with subscribers:

- ▲ Automated marketing campaigns for defined user segments
- ▲ Targeted messages
- ▲ Picture based advertisements
- ▲ Marketing messages and ads mixed with content recommendations on Home Screen

## For integration:

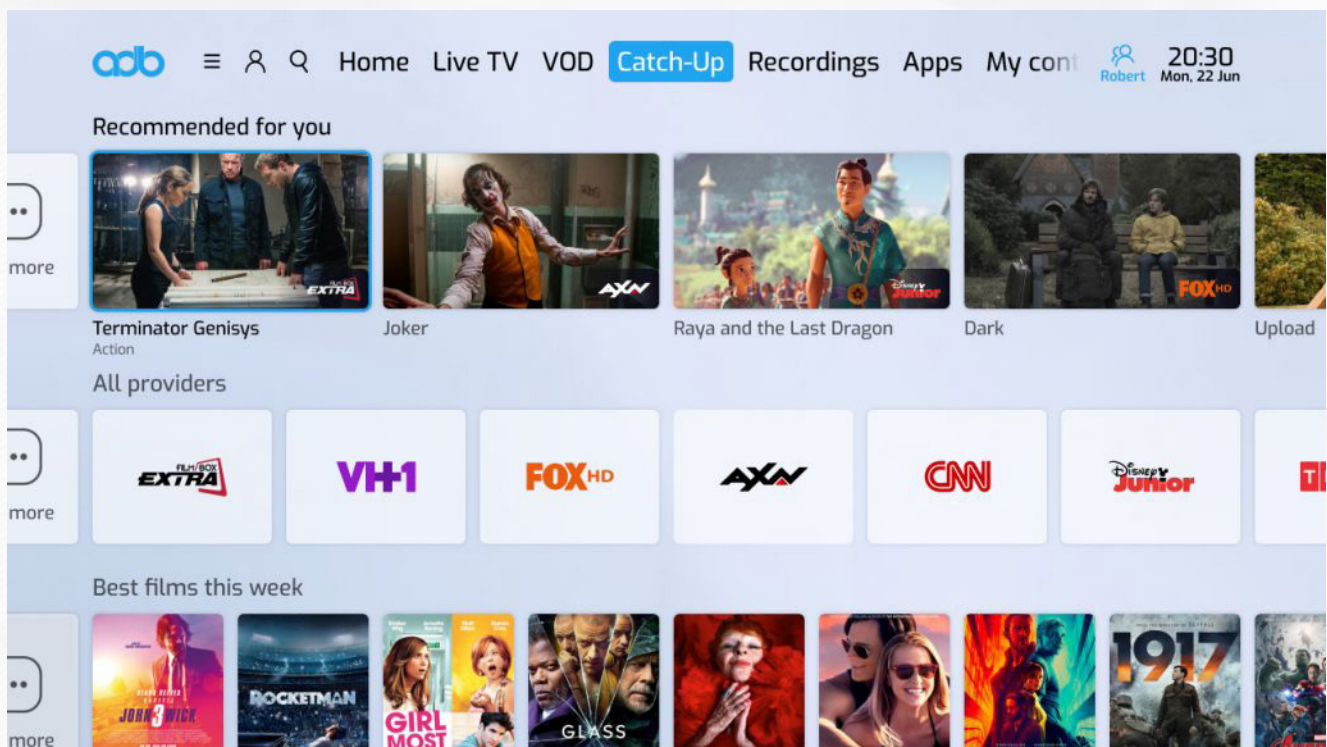
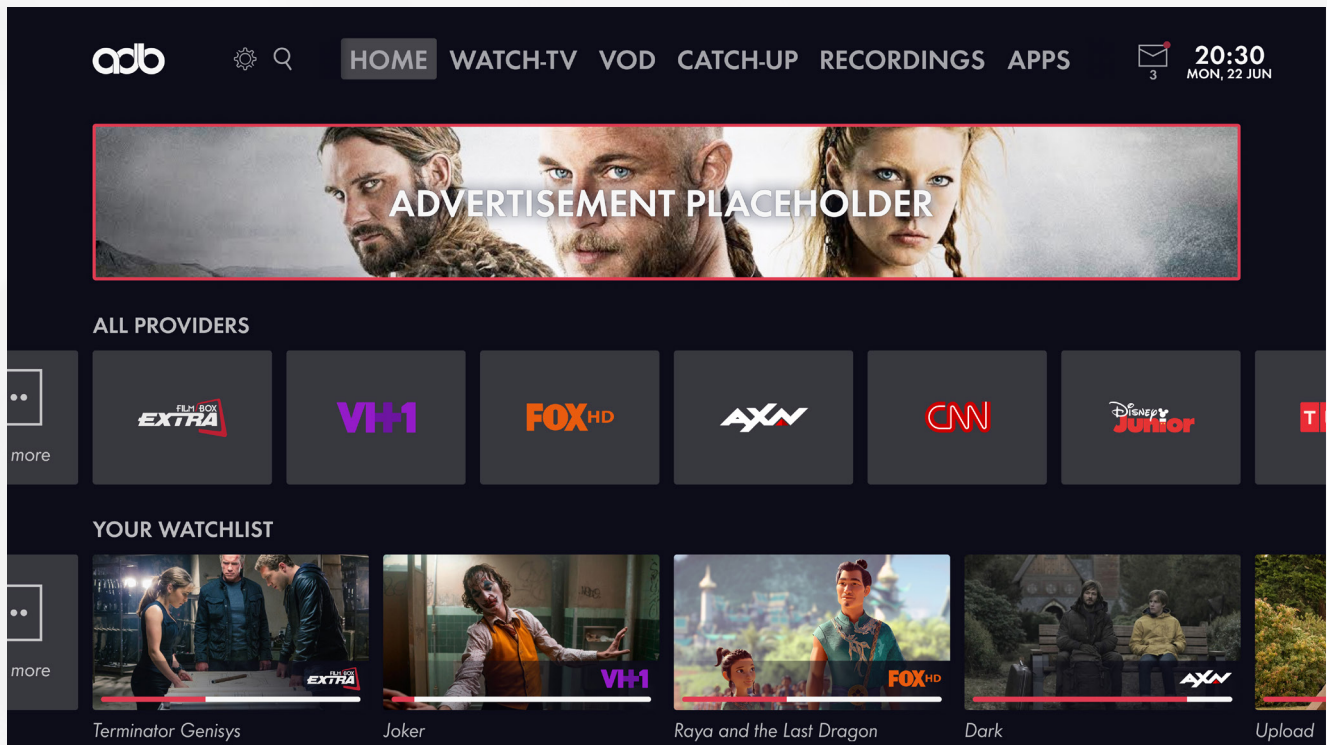
- ▲ CRM integration
- ▲ User devices management
- ▲ 3rd party systems and services integration

## For device management:

- ▲ Monitoring and management of STBs
- ▲ Remote maintenance & troubleshooting

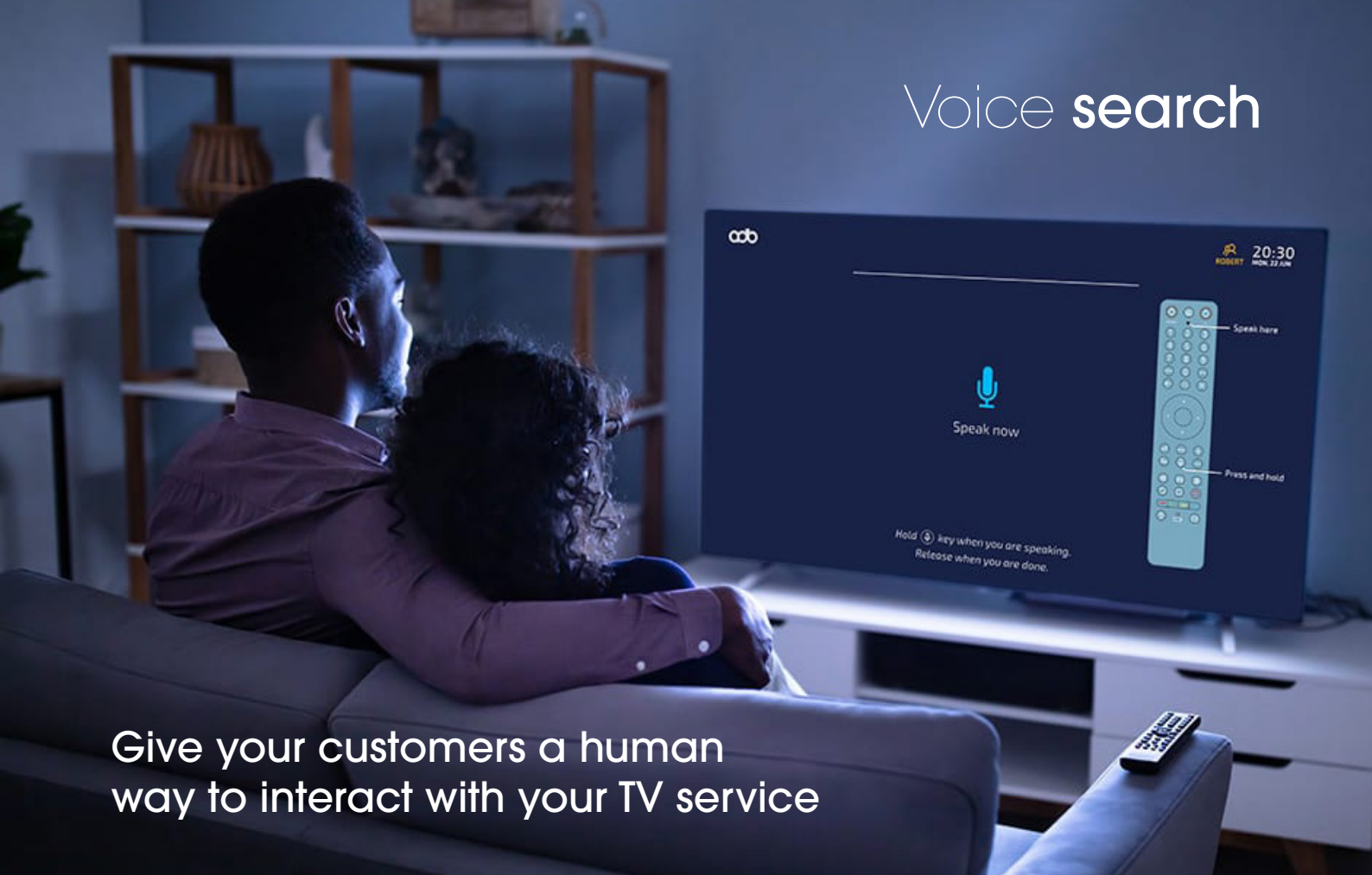
# Fully customizable user interface under **your control**

Introduce any changes quickly without software upgrades



All UI customizations can be done by you  
- anytime - without ADB involvement

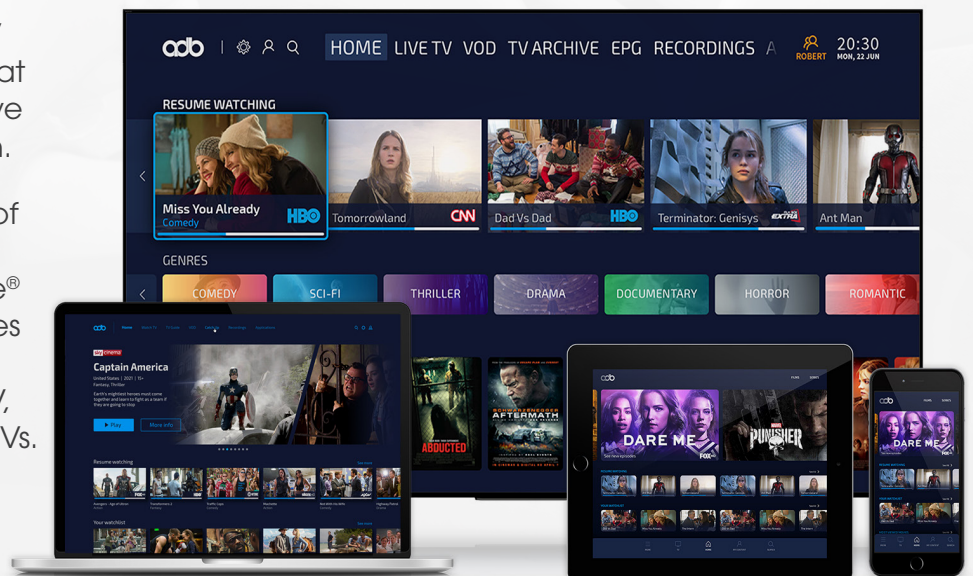




Give your customers a human way to interact with your TV service

## Be available for the subscribers anywhere, anytime

- ▲ Subscribers can enjoy the same graphyne® TV experience as they do at home while on the move or at any other location.
- ▲ Users have the choice of many devices to enjoy their personal graphyne® experience that includes smartphones, tablets, web browsers, Apple TV, Android TV, and smart TVs.
- ▲ The personalized UI framework, subscriber authentication and interfaces to the client devices are all managed from a single graphyne® system.





After Sales Service

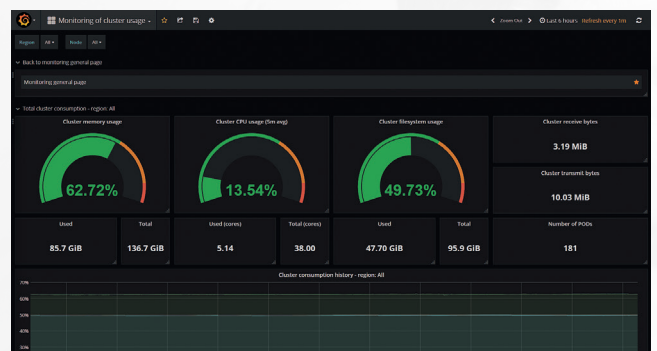
## Operate **Monitor Maintain**

Introducing our all new professional OMM services including operations support, maintenance and monitoring

We provide a suite of services for the graphyne® system with a dedicated team of experts ready to provide 24/7 support for your operation. Operating-Monitoring-Maintaining

your network and graphyne® system by ADB lets you focus entirely on business operation and your customers.

- ▲ Extended 24/7 technical support services
- ▲ Guaranteed response and service restoration times
- ▲ Service extended to customer integration points
- ▲ Fully automated infrastructure and system health, availability and performance monitoring
- ▲ Proactive system analysis, optimization and performance tuning
- ▲ Expert engineering team with best knowledge about the system
- ▲ Full insight into system's usage and performance with client devices monitoring and statistics





ADB has 25 years history in offering innovative and high-quality full system solutions for content distributors, TV & Telco operators and hospitality property owners, who want to deliver best-in-class video and broadband services to their customers. ADB combines innovation, system integration, software and hardware expertise with user expectations to provide reliable and fully integrated products with a guarantee of on-time deployment and long-term support.



▲ 300+ employees



▲ R&D sites in Europe, US and Asia



▲ 75% engineers



▲ 25 years of award winning industry firsts



▲ HQ Geneva



▲ Solutions for Personal TV, Business TV and Broadband



▲ 65M CPEs deployed



▲ 500 patents



▲ 1000 software releases



▲ 100 different HW platforms



▲ 100 complex deployments



▲ "A" class IT security rating



▲ Various ISO certifications



▲ Social responsibility rank

**graphyne**<sup>®</sup>

