

Press Release

ADB Debuts Connected Solutions for TV and IoT at IBC

02 September 2015 – Geneva, Switzerland: IBC 2015 sees the launch of ADB Connected Solutions, a range of TV and IoT solutions that enable service providers to maximize the opportunities brought by the new Connected Age. Including Personal and Business TV and IoT, ADB's Connected solutions brings together its proven expertise and 20 years of award-winning industry firsts, ensuring customers build successful businesses and deliver compelling connected experiences that today's consumers crave.

The rise in Internet connectivity has dramatically changed how society lives and plays and today, we are living in a truly Connected Age. From the way we watch television to how we manage our homes and business processes, Internet connectivity is providing control over our personal lives and business practices. ADB is at the heart of the Connected Age, Connecting Lives and Connecting Worlds with its powerful, flexible and cost effective first class solutions:

- Personal TV – delivers seamless TV experiences across any screen, allowing consumers to watch their favorite content across set-top boxes, mobile devices and PCs
- Personal IoT – manages and unifies smart home applications, helping consumers to run their lives more smoothly
- Business TV –delivers video and digital signage across any screen in any location, providing consumers with information and entertainment in a range of commercial environments. Includes hotels, bars, gym, hospitals, educational institutions and quasi-residential living spaces
- Business IoT –improves the efficiency of critical business processes and provides ongoing lifecycle management, in turn providing consumers with better products and services

Along with ADB Connected Solutions, the company has also launched ConnectedOS, a hybrid cloud and device centric platform for developing,





deploying and managing connected devices for video and the Internet of Things. Acting as a transition layer between a wide range of connected technologies, industry platforms and protocols, ConnectedOS simplifies integration, speed to market and reduces the cost in delivering connected services to clients.

Peter Balchin, CEO of ADB said, "The Internet has affected every aspect of our lives – from the way we watch television, through to how we manage our energy consumption and even drive our cars – and as a result there is a growing demand for faster connectivity and services, always/everywhere. Our Connected Solutions and ConnectedOS platform address the many different challenges our customers face in the new Connected Age, empowering change and providing new business opportunities in an increasingly connected world."

Visitors to the show will see ADB's Connected Solutions and ConnectedOS platform on stand #4.B52.

About ADB

ADB is Connecting Lives and Connecting Worlds with innovative solutions for personal and business TV and Internet of Things (IOT). We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customer's to build successful businesses and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay TV and broadband operators including A1 Telekom Austria, Border States Electronic, Canal Digital, Cox Communications, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner Cable, Vectra and Vodafone.





ADB has a passionate and dedicated team of over 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

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