

Press Release

Cyfrowy Polsat and ADB partner to enhance personal TV experience

02 September 2015 – Geneva, Switzerland: ADB and Cyfrowy Polsat today announced a collaboration to co-develop solutions for the delivery of advanced TV services. ADB and Cyfrowy Polsat will combine their technologies and engineering expertise to deliver compelling, personal TV experiences built on ADB's newly launched ConnectedOS cloud platform and high quality set-top boxes produced by Cyfrowy Polsat.

Cyfrowy Polsat is the largest pay-TV provider in Poland and one of the leading satellite platforms in Europe. The company offers viewers access to 160 channels as well as services such as pay-per-view (PPV), video on demand (VOD), online TV, catch up TV and multi-room. In 2007 Cyfrowy Polsat set up its own set-top boxes factory and since that time has produced several million devices of various specification. It also owns Poland's largest, multiplatform online television IPLA and has a strategic aim to develop its television services across all the different devices viewers use to watch TV content.

Cyfrowy Polsat will integrate ADB's innovative Connected Solutions and Personal TV software into its own manufactured set-top-box range, enhancing the consumer experience and bringing a new level of interaction and navigation to TV viewing. ADB will also incorporate the Cyfrowy Polsat set-top-boxes into its end-to-end solutions for Personal TV.

"Our aim is to deliver the most attractive and highest quality service and that's why we are continually innovating to extend our consumer offering while meeting all our business needs," said Dariusz Działkowski, CTO, Cyfrowy Polsat. "ADB is a renowned global player with great local knowledge. Our partnership with ADB will help us to give our customers an enhanced TV experience that will meet their TV anytime, anywhere needs. On the other hand, Cyfrowy Polsat, with its deep knowledge of the pay-TV market, brilliant business results and long-term experience in the production of pay-TV set-top boxes, will support ADB in the development of its innovative solutions."



The ADB ConnectedOS platform will be launched at IBC 2015. ConnectedOS is a hybrid cloud and device centric middleware platform for developing, deploying and managing connected devices and Internet of Things (IoT) applications. By bridging together solutions and services, ConnectedOS is designed to simplify integration, increase speed to market and reduce the cost in delivering connected services to clients.

"In the new Connected Age, it is more important than ever to be able to rapidly deliver solutions that meet consumer demand, but also increase ARPU and reduce churn for operators and service providers," said Peter Balchin, CEO of ADB. "Our expertise, combined with our Connected Solutions, positions us as a great partner in the digital TV market. We are excited to be continuing our working relationship with Cyfrowy Polsat, and enabling compelling, personal TV experiences supported by Cyfrowy Polsat's state-of-the-art hardware."

ADB's Personal TV solution is an innovative and feature rich end-to-end offering that enables operators and service providers to meet the challenges of evolving media consumption and consumer behavior by delivering video and other content seamlessly to pay-tv platforms, multi-device and OTT deployments. At the heart of the Personal TV solution is ADB's award winning video software application Graphyne TV, which supports video delivery for linear TV, DVR, on-demand and OTT TV.

ADB will be showcasing its Personal TV solution and ConnectedOS platform, along with a range of its Connected Solutions, at this year's IBC Show, 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, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner 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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About Cyfrowy Polsat

Cyfrowy Polsat is the biggest media-and-telecommunications group in Poland. The group has 6.1 million contract customers and provides 16.4 million services in such areas as mobile telephony, pay TV and Internet access. The group includes: Cyfrowy Polsat – the operator of the biggest satellite TV platform in Poland and the provider of state-of-the-art multimedia services, Polkomtel – the operator of Plus mobile network and the leader of LTE technology who relies on the latest solutions for the services it develops for its customers, Polsat TV – the leading Polish commercial TV broadcaster who offers 26 popular TV channels which generate viewership of 24%, IPLA – the leader on the video on-line market with around 4.3 million users. Cyfrowy Polsat's satellite TV platform offers access to over 160 Polish-language channels, more than 45 HD channels as well as to such state-of-the-art services as PPV, VOD Home Film Rental, Multiroom HD, Catch-up TV and TV online. It also offers a Mobile TV service which relies on DVB-T technology. Cyfrowy Polsat has its own factory which manufactures set-top boxes. The company also provides broadband Internet access services while using LTE and HSPA+ technologies. Since May 2008 Cyfrowy Polsat has been listed on Warsaw Stock Exchange.

For more information see: www.grupapolsat.pl, www.cyfrowypolsat.pl

