



## First deployment of ADB's popular U.S. Business TV solution in European Hotel

- **Poland's Hotel Ruben provides premium TV experience to its guests with ADB's integrated solution**
- **New ADB Business TV solution brings its popular US CVS software to global hospitality and corporate markets**

**07 September 2015 - Geneva, Switzerland:** ADB today announced that Hotel Ruben in Zielona Góra, Poland, has chosen ADB's Business TV solution to enhance the TV and entertainment packages that it provides to its guests.

The move sees the Polish hotel become the first European deployment for ADB's popular CVS software. The system is already deployed throughout tens of thousands of hotel rooms in the US, and is fast being adopted by many operators and commercial customers around the world. It makes the provision of high quality entertainment in hotel bedrooms easy to manage and provides property owners with new guest revenue streams.

Mirosław Wojciechowski, Hotel Director at Hotel Ruben said, "We are excited to launch the ADB Business TV Solution, which allows us to offer our guests a rich video channel line-up, an intuitive user interface, local advertisement and many convenient applications, such as concierge services. Our establishment strives to provide a premium guest experience, and this choice instantiates this vision."

CVS sits at the heart of the ADB Business TV solution, an end-to-end platform designed to deliver linear TV, IPTV, VOD, and OTT content for commercial environments. ADB's Business TV solution offers a proven and easy-to-implement delivery platform while using a network transport agnostic solution. ADB CVS is used in conjunction with a client application that displays a simple and appealing user interface from either a set-back box or through integration within Smart TV sets.

"It is great to see the first European deployment of our Business TV solution in the Polish home of ADB. The completion of the Hotel Ruben roll-out once again proves the flexibility and power of CVS, which has been designed focusing on the ease of use by operators, hotels and hotel guests," said Peter Balchin, CEO of ADB.

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ADB will be debuting its Business TV solution at this year's IBC show. Visitors to the show will be able to see demonstrations of Business TV, along with all the new ADB Connected Solutions, on its stand #4.B52.

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### 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 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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