

Press Release

ADB adds ALi Corporation to Partner Network

09 September 2015 – Geneva, Switzerland: Today ADB and ALi announce a strategic partnership. ADB is expanding its partner network with the addition of ALi Corporation, the leading set-top box (STB) chipset provider.

The partnership, which will see ADB's Personal TV solution pre-integrated into ALi's platform, will enable service providers and STB makers to tap into ADB and ALi technologies and deliver first-class, compelling TV experiences.

ALi is a leading innovator and developer in the STB system-on-chip (SoC) markets. The ALi M3733 platform is the company's most powerful chipsets and by integrating ADB's Personal TV solution, service providers are presented with an end-to-end TV solution with quick time to market. The joint solution will support full HD1080P60, MVC video decoding and multi-stream, as well as features such as USB media, VOD and YouTube.

"ADB is a leading provider of TV solutions and we are thrilled to have their first class technology ported on ALi's reference platform. The collaboration will extend in 2016 on future coming ALi chipsets," said Tony Chang, General Manager of ALi's Broadcast and Broadband Media Business Unit. "ALi's leading-edge STB technology combined with ADB's smart and flexible software delivers a complete solution for service providers to enrich their streaming and VOD services in addition to hybrid varieties."

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 Personal TV is ADB's award winning video software application Graphyne TV, which supports video delivery for linear TV, DVR, on-demand and OTT TV. Graphyne TV unifies access of all types of





content, including broadcast, on-demand and OTT, delivering a consistent and seamless experience for TVs, tablets, smartphones and gateways.

“Our partner network is an innovative way to select, procure and deploy devices and we are happy to have added ALi to our ever-growing network of partners,” said Peter Balchin, CEO, ADB. “Working with chipset providers gives our clients more flexibility, delivering the best fit, timeframe and price and our partnership with ALi is a prime example of how we are helping operators and service providers remain competitive and thrive in today’s increasingly competitive TV landscape.”

Demonstration will be available at the IBC Show in the ADB Booth (stand #4.B52) and ALi Suite (Suite #BM24; Hall1,2F). Visitors to IBC will be able to see first-hand how ADB and ALi solutions are helping operators, service providers and ODM maximize the opportunities of the new Connected Age.

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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