



## ADB's newly launched Connected Solutions win IBC Best of Show Award

- **Newbay Media awards ADB's new range of software solutions with prestigious IBC Best of Show title**

**13 September 2015 – Amsterdam, Netherlands:** ADB announces that its newly launched TV and IoT software suite, ADB Connected Solutions, has won a Newbay Media IBC Best of Show award. Judged by an international panel of experts, the IBC Best of Show awards are among the most competitive and prestigious awards given during the IBC Show.

ADB's winning Connected Solutions are a range of powerful and cost-effective Personal and Business IoT and TV solutions that deliver streamlined and compelling connected services that today's consumers crave. Debuted at IBC, ADB Connected Solutions support operators and service providers, helping them to overcome the challenges of the converging TV and IoT markets and maximize the opportunities brought by the Connected Age.

- **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

ADB's Connected Solutions are underpinned by its newly launched ConnectedOS, a flexible hybrid cloud platform that simplifies integration, increases speed to market and reduces the cost in delivering connected services to its clients.

Peter Balchin, CEO of ADB said, "The acceleration of connected devices has created invaluable opportunities for operators and service providers to improve the consumer experience across both business and personal lives.

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However, in an increasingly complex and fragmented landscape, operators also face new challenges in service delivery. Our Connected Solutions have been developed to ensure companies can deliver the seamless experience that consumers want while increasing ARPU and supporting innovation. The IBC Best of Show Awards showcase the most game-changing developments at the show and it is an honour to have our Connected Solutions recognised for their forward-thinking approach."

ADB's award-winning solutions are being showcased throughout IBC 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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