



Transvision, Indonesia's Pay-TV platform to deploy ADB GraphyneTV user experience solution

- **ADB's state of the art user experience solution selected to deliver seamless experiences on any device**
- **GraphyneTV solution will unify access to Transvision content across broadcast and on-demand.**

24 May, 2016 – Geneva, Switzerland: ADB, a leading provider of solutions and services for multimedia convergence, today announces that its award winning pay-TV middleware and user experience software, **GraphyneTV**, has been selected by Transvision, one of the leading Direct-to-Home (DTH) service providers in Indonesia. ADB's GraphyneTV solution is a feature rich client device software suite with back-end components that enable operators to deliver video and other content across devices, providing an easy-to-use user interface which simplifies content selection, enjoyment, storage and transfer.

GraphyneTV will provide the ability to unify access to content across broadcast, on-demand and OTT; delivering a consistent and flawless experience for TVs, tablets, smartphones and personal computers alike. The solution was selected because of its capability to be deployed with the already pre-integrated backend solution, allowing Transvision to deliver a rich and engaging TV experience for its subscribers.

As one of the most innovative Pay-TV providers in the region, it is particularly important for Transvision to ensure that its TV services are differentiated within the Indonesian market. By integrating ADB's technology, Transvision will be able to deliver a sophisticated yet easy-to-navigate user interface, and an entirely original offering to complement the high quality HD content it broadcasts.

"We pride ourselves in the individuality of our services, and hope to establish a new benchmark in the industry, revolutionising the way content is viewed," said Hengkie Liwanto, President Director at Transvision. "ADB's solution allows us to achieve this by ensuring we will be able to provide seamless content experiences, whilst continuing to be competitive by maintaining a low cost for our subscribers".

This holistic approach will allow Transvision to further extend the offering with a host of services through ADB's unified platform; including recommendation, monitoring and audience measurement, on-demand services and DVR remote scheduling as well as interactive advertising solution.



Peter Balchin, CEO at ADB added: "Indonesia is a very promising market that is highly competitive and seeing rapid growth. Our partnership with Transvision is just one example of the flexibility we can provide to service providers both in Indonesia and globally. The dynamic and easy-to-integrate benefits that GraphyneTV offers to operators can be utilised right across their service delivery portfolio."

The first deployment of GraphyneTV for Transvision is due to launch later this year.

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About ADB

ADB is Connecting Lives and Connecting Worlds with innovative software, systems and managed services for personal TV, business TV, broadband and industrial IoT. We understand how multimedia convergence 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, harness greater efficiencies 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 service providers, broadband operators and appliance manufacturers, including: A1 Telekom Austria, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner, Vodafone and Whirlpool.

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.



About Transvision

Transvision was created from two of Indonesia's leading companies in telecommunication infrastructure (Telkom) and broadcasting (Transmedia). The strategic acquisition by CT Corp and Telkom Indonesia was completed on the 8th October 2013.

Through combining the content and media synergy from Transmedia, and the network access from Telkom Group, Transvision has become a prominent premium Pay-TV operator in Indonesia. Focusing on Direct-to-Home (DTH) platform and service excellence, Transvision provides high quality, family oriented entertainment. Transvision currently has 111 channels of which 50 are High-Definition (HD). Additionally, Transvision provides 10 in-house channels and 2 exclusive channels: CNN Indonesia and The Golf Channel.