



## Something BIG is Coming to HITEC That is Connecting Lives and Connecting Worlds Through iTV; Meet ADB

- **The biggest hotel interactive TV solutions player you've never heard of will be in Booth #134 and sponsoring the Opening Party at Generations Hall**
- **See how this 20-year provider of in-room entertainment technologies with 200,000+ rooms installed is reinventing iTV for hoteliers and guests**

**May 31, 2016 – Broomfield, Colo.** – The biggest interactive TV (iTV) solutions provider you've never met is coming to [HITEC](#). For two decades, this company has been quietly helping deliver award-winning television viewing experiences to hotels, homes, and businesses around the world. Its technology is installed in more than 200,000 U.S. guestrooms representing the industry's top brands. It's one of the fastest-growing hospitality iTV technology providers in the world, and the 2nd most deployed platform in the U.S. hotel market. Its name is [ADB](#), and on June 21, the company will unveil a new end-to-end, managed-services iTV solution that is "Connecting Lives and Connecting Worlds" in the cloud.

"Successful in-room entertainment solutions for hospitality TV means providing high quality, easy to use, fast and reliable services that create the best in-room experience for guests while offering a true service platform for hoteliers," said Chris Dinallo, ADB's CTO North America and SVP Business TV. "At HITEC, we will introduce a new iTV platform that – unlike other providers who claim to be cloud-based – rarely requires hotel head-end equipment (servers, modulators, or convertors) and features minimal in-room devices. Hoteliers looking for an in-room entertainment platform that is quick to install, simple to manage, easy to customize with branded features, and offers the lowest capital and operational expenditures of any competing solution, should meet with ADB in Booth #134. Our robust solution will keep guests happy, engaged with their personal needs, spending money and coming back."



Headquartered in Geneva, Switzerland, ADB has deployments in more than 80 countries, with over 100 million devices deployed. R&D sites are located in Europe (Italy and Poland), the U.S. (Colorado) and Asia (Taiwan).

### **Be Our Guest at the HITEC Opening Night Party!**

Never heard of ADB? Well that's about to change! Join us as we sponsor the Opening Party at [Generations Hall](#) on Monday, June 20<sup>th</sup> at 6:30 p.m. If you see an ADB staff member at the party, ask for a "Ticket" to see the next generation of iTV for the next generation of traveller in Booth #134. Be sure to pick up your special gift while you are there. To pre-schedule an appointment with ADB during the show, email [info@adbglobal.com](mailto:info@adbglobal.com). For more information on ADB, visit [www.abdglobal.com](http://www.abdglobal.com).

## PRESS RELEASE



### 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, Brighthouse Networks, Canal Digital, Charter Communications, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner Cable, Vodafone and Whirlpool.

ADB has a passionate and dedicated team of more than 600 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.