



## **vuTyme by ADB Joins LG Electronics PRO:CENTRIC Partner Program**

- **ADB/LG alliance adds more choice for in-room entertainment and a faster time to market by leveraging hoteliers' relationship with hospitality TV leader LG**
- **VuTyme by ADB runs on existing LG PRO:CENTRIC hotel smart TVs and set-top boxes, thereby protecting hoteliers' investments**

**June 20, 2016 – New Orleans** – vuTyme by ADB joins LG Electronics USA's Pro:Centric® Partner Program to provide hoteliers with more in-room entertainment device choices. Today, hoteliers can enjoy the unique benefits of the vuTyme interactive TV platform from ADB while preserving their investment in LG equipment installed in the majority of leading U.S. hotels. Through this alliance, vuTyme's cloud-based software will run on LG's Pro:Centric devices – including integrated IPTVs – thereby eliminating the need for an external set-top box and avoiding exhaustive approval processes required to add new devices at a hotel.

"The LG Pro:Centric platform is designed to deliver an enhanced, interactive guestroom experience," said Chris Dinallo, ADB's SVP Business TV. "With the inclusion of vuTyme running on both ADB's own set-top devices as well as LG's set-top boxes and SmartTVs, we offer a unique proposition to hoteliers, and operators of Cable, Satellite, and Telco services across the globe."

"The capabilities of ADB, a 20-year iTV solution company, complement the LG Pro:Centric platform to better serve the U.S. hospitality market," said Michael Kosla, Vice President, Hospitality, LG Electronics USA. "ADB's vuTyme offers our customers a feature-rich entertainment system option running on LG integrated smart IPTVs and set top boxes enabling them to deliver an improved guest television experience."

For two decades, ADB has quietly helped deliver award-winning television viewing experiences to hotels, homes and businesses around the world. The company's 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 second most deployed platform in the U.S. hospitality market.

With its U.S. headquarters in Broomfield, Colo., ADB has installations in more than 80 countries, with over 100 million iTV, Broadband and Telco devices deployed.



## **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 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.