



ADB Increases Solid State Memory Life-Cycle Seven Times with Patented DVR-Lite™

- **As part of its new vuTyme iTV platform, DVR-Lite enables hotel guests to pause, rewind, fast-forward and record live TV using patented ADB technology and off-the-shelf SDHC memory cards vs. costly spinning hard drives**
- **DVR-Lite provides a better in-room viewing experience for guests and lower operating costs for hoteliers**

June 22, 2016 – New Orleans – Today at HITEC, [ADB](#) announced that as part of its vuTyme iTV platform launch, hotel guests can pause, rewind, fast-forward and record live TV using its patented DVR-Lite™ technology. This system is designed to prolong the service life of a solid state drive (SDHC memory card) used in connection with a DVR to increase the life-span of the device from four to seven times, depending on various factors such as configuration, quality of video being recorded, and type of memory.

“DVR-Lite is another example of how vuTyme by ADB is providing the highest quality television experience for guests while minimizing operational costs for owners,” said Chris Dinallo, ADB’s SVP Business TV.

“Let’s say a guest is watching a basketball game and his cell phone rings. Instead of missing the game-winning shot, the guest can pause the game and resume it after the call,” he said. “The guest can also rewind and fast-forward at different speeds (commonly referred to as ‘trick-play’) because the TV content is stored in DVR-Lite’s solid-state memory. With the use of the patented technology within DVR-Lite, guests can trick-play more TV shows more often before the memory wears out, and hoteliers do not have to replace SD memory cards for many years. The end result is a better in-room viewing experience for guests and lower operating costs for hoteliers.”

DVR-Lite™ enables time-shift playback using off-the-shelf SDHC memory cards versus expensive spinning hard drives and do so using patented technology that greatly improves life-cycle and reliability.

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 2nd 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 devices deployed.

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