



ADB's graphyne2 enhances immersive content experiences with new second-screen companion app capability

- *New second screen app capability saves CAPEX on STB hardware and OPEX on the development of content services*
- *Beyond-video customer relationship tools allows operators to identify and effectively monetise the consumer*
- *Push Messages, Ad Displays and Video Ads help operator successfully execute personalized engagement campaigns*

18 August 2016 – Geneva, Switzerland - ADB, a leading provider of solutions and services for media convergence, has today announced new second-screen companion app features that will enhance flexibility within its recently launched next-generation personal TV software platform, [graphyne2](#). The new features will help operators to rejuvenate existing content services, launch new interactive capabilities and monetise subscribers,

The graphyne2 platform, which is due to be debuted at IBC 2016, is a feature-rich client device and backend software platform, optimised for pay-TV network operators and service providers.

With subscribers using a wider range of devices to watch content from a mix of pay-TV, over the top (OTT) and free sources, the complexity of navigating the different viewing options is overwhelming. For operators managing different generations of set-top-boxes along with newer OTT services, there is a growing need to unify accessibility to these services, promote new features and increase monetization opportunities.

The graphyne2 second-screen application, which is free of charge and designed to be readily accessible, allows operators to add additional consumer functionality without incurring additional hardware costs. With the second-screen application, users have access to features such as global search, management of multiple recordings and channel lists, along with the capability to browse multiple personalized VOD libraries on their chosen device, without complex navigation through the remote control.

The second-screen application is also a communication channel for the operator. Clickable push messages and ad displays allow operators to execute personalized communication campaigns in real-time. Interactive messages allow viewers to complete additional actions, such as selecting a movie or activating a new service.

"Subscribers want an easier way to get the most out of their content experience, while operators are focused on reducing capital investment on set top box (STB) hardware and operating costs

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on the development of content services," said Wojciech Doganowski, VP Product Marketing, Personal TV at ADB. "Our second screen application is an elegant way of addressing both of these challenges. Audiences gain an application on their favoured device that allows seamless access to key TV service features from anywhere, at any time. On the provider side, our private video-casting technology allows operators to reuse legacy STBs that are over five years old to handle new content services without the need for major hardware refreshes or expensive development cycles."

Instead of requiring co-operation from either the Apple- or Google-dominated mobile device ecosystems, the second-screen companion app provides a way for operators to control themselves how they identify and effectively monetize consumers using multiple devices. This is part of the innovative approach offered by the wider graphyne2 platform, where third-party services are integrated at the head-end side, which means that in most cases there is no need to modify the device software while exchanging the head-end components and services.

Furthermore, the service delivery platform is available via the cloud as a pre-integrated multi-tenant service to streamline deployment. All functions, including video and metadata delivery, recommendations, advertisement, marketing automation and analytics, are available through the cloud, making it unnecessary to install any additional hardware at the operator's premises. In the case of a legacy solution upgrade, ADB is able to re-use existing components, such as video head-end, to lower the cost of deployment further.

"Our second-screen app is a great example of how operators can solve technical challenges while quickly aligning to emerging consumer trends without having to commit to massive new investment in infrastructure," said Peter Balchin, CEO of ADB. "With this approach, operators can take advantage of the subscribers' own device ecosystem, including any preferences for using mobile apps to deliver enhanced access to content services."

graphyne2 and the graphyne2 second screen application will be available for demos at IBC, in Hall 5, on stand 5.B60.

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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

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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, Graybar, NC+, Swisscom, Telecom, Italia, Telefonica, Telenet, Time Warner 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.

For more information, visit www.adbglobal.com