



## ADB's graphyne2 enhances content accessibility with new multiscreen user experience capability

- *Improved customer experience, better retention and potential for service upsell are at the heart of **graphyne2**'s multiscreen design*
- **Multiscreen UX** operates across a range of device technologies, reducing the cost of integration and ongoing upgrades
- *Pay-TV operators can simplify streaming content between multiple set-top box environments and mobile devices for flexible premium content delivery*

**25, August 2016 – Geneva, Switzerland** – ADB, a leading provider of solutions and services for media convergence, has today announced new multiscreen user experience (UX) features to better serve consumers across set-top-box (STB) and multiscreen environments within its recently launched next-generation personal TV software platform, [graphyne2](#). The new **Multiscreen UX** capability will help operators simplify the delivery of content, along with key service features such as search and user personalisation across multiple devices.

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

Consumers today view content on a diverse array of devices – from traditional STB's linked to large screen TV's to mobile devices such as tablets and smartphones. The challenge for operators is that interface screens, control methods and features can vary dramatically between devices, forcing them in most cases to invest in ongoing and expensive development programmes to achieve feature parity across the device ecosystem.

The online graphyne2 Multiscreen UX offers optimised user interfaces for a range of device technologies with common business logic, providing a seamless user experience between mobile devices, tablets, PCs, smart TVs and STBs – as well as a roadmap for the TVs supporting operator apps, which can be added to the HbbTV 2.0 specification. The result for operators is reduced integration costs and less need for ongoing investment.

The graphyne2 Multiscreen UX is fully customisable and gives connected operators, including IPTV, two-way cable and OTT providers, much more flexibility in managing the look and feel of their interface remotely through the App configurator.

## PRESS RELEASE



“Subscribers want to enjoy content through whatever device they prefer, along with access to extended features such as search, personalisation and recommendations in a consistent platform that takes advantage of the strengths and overcomes the weaknesses of each device,” said Wojciech Doganowski, VP Product Marketing, Personal TV at ADB.

“The problem for operators is that, with an increasingly fragmented assortment of STB’s and customer-owned-yet-service-supported devices, they need a way of reducing the cost burden while paving the way for the enablement of new revenue generating services and third party products,” he adds. “Our Multiscreen UX approach addresses both of these issues by delivering a set of unique presentation layers for each device category, along with a unified back-end that helps operators to offer consistency and reliability across the entire device estate.”

In addition to the Multiscreen UX capability, the graphyne2 OS middleware and operating system provides additional, unique functionality for streaming content between multiple set-top box environments as well as to mobile devices, allowing the pay-TV operator to provide premium content to multiple devices at in the home environment. In each instance, the UX is capable of streaming the content directly from the OTT back-end, which by default is provided from the cloud, and allows integration with third party VOD and other services.

“Our approach to delivering an enhanced multiscreen user experiences recognises that audiences around the world want more freedom in how they access content on exciting new devices yet operators still need to support lots of legacy equipment,” said Peter Balchin, CEO of ADB. “By leveraging our expertise in UX design along with intelligent use of cloud technologies, operators can meet subscriber expectations while reducing operational complexity and ultimately costs.”

graphyne2 Multiscreen UX is available in either a broadcast profile, with fully embedded middleware supporting OTT services, or through online end-to-end pre-integrated solutions. graphyne2, including Multiscreen UX, will be available for demos at IBC, in Hall 5, on stand 5.B60.

**PRESS RELEASE**



**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 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.