



ADB to showcase next-generation portfolio of Connected Solutions at IBC 2016

- *Debuts graphyne2, its new personal TV software platform, which drives fast, easy and risk-free deployment of leading-edge features with no upfront investment*
- *European launch of vuTyme, the powerful new in room entertainment system for hoteliers – along with new personal device capability*
- *Presents its market-first IPTV 4K set-top-box, allowing operators to offer consumers access to unprecedented connectivity and high quality content*

Geneva, Switzerland, 7th September 2016 – ADB, a leading provider of solutions and services for media convergence, will use this year's IBC in Amsterdam to showcase a year of cutting-edge technological advances, the culmination of 20 years of TV industry innovation. The company will debut a number of ground-breaking new products, services and market evolutions especially in the areas of personal TV, business TV, and IPTV. Visitors to the **ADB Booth at IBC (5.B60)** will be able to see unique demonstrations from across ADB's Connected Solutions portfolio.

graphyne2: the gateway to a more advanced personal TV experience

IBC 2016 will see the public debut of ADB's pioneering new graphyne2 personal TV platform, which affords operators the capability to build stronger bonds with customers through its innovative features set. The graphyne2 launch extends ADB's portfolio of Connected Solutions with a next-generation software solution that drives quick and straightforward deployment of value-added services.

Improved customer experience, better retention and potential for service upsell are at the heart of graphyne2's design. Key elements include:

- **Cloud based middleware** that harmonises the user experience across all screens, enabling personalised and portable, flexible viewing across devices;
- **Multiscreen design** that goes beyond IT functionality to mirror consumer instincts, so that operators provide the right services on the right screen;
- **New immersive and flexible personal UX** with comprehensive personal recommendations at its core, helping the consumer to find the most relevant content;
- **Second-screen applications**, allowing consumers to quickly and easily browse and select content and services
- **Comprehensive Customer Relationship Management capabilities**, enabling new revenue drivers such as advertising insertion and targeted marketing.

The new standards-based platform enables both pay-TV and over-the-top (OTT) operators to deliver state-of-the-art personalised user interfaces. graphyne2 has already garnered a number of top industry award nominations, including 'Best Interactive TV Technology or Application' for the **CSI Awards**, 'Content Discovery Technology Award' for the **Content Innovation Awards** and 'Best Multiscreen Solution' for the **Streaming Media European Readers Choice Awards**

PRESS RELEASE

Managed Service iTV solution that upgrades in-room entertainment

IBC will see the European launch of vuTyme, a next-generation end-to-end, managed service iTV solution for the hospitality market, which extends ADB's established business TV offering. The cloud-based solution delivers a complete set of services, including live TV, VOD, digital signage and targeted advertisements. vuTyme also adds exciting features such as searchable Interactive Program Guides, OTT services and direct-to-guest messaging through the TV. It requires no hotel head-end equipment – just a discrete STB mounted behind the TV.

At IBC ADB will also launch vuCaster, which augments vuTyme by allowing guests to stream content from a mobile device to their in-room TV. vuCaster enables users to 'cast' their personalised programming from YouTube, Netflix and other sources onto the bigger screen. It is available on all new vuTyme deployments and can be retrofitted to existing installations.

IPTV: pioneering 4K/UHD STB solution leading the way

IBC will also be host to the live launch of ADB's 1761 IPTV series, its trailblazing IPTV solution that features wireless and 4K/UHD set-top-box (STB) technology to provide operators across the North American IPTV market with access to unprecedented connectivity and high quality content.

This market-first series, which was recently certified by the leading provider of software solutions for the delivery of connected entertainment services, **Minerva Networks**, allows operators to access advanced new features while reducing operational costs. At under \$100, the 1720w STB from the new series ensures considerable cost savings can be achieved, while also improving consumer premises equipment accessibility and performance. The series also provides flexible deployment options – allowing operators to deliver both managed multicast and RTSP-based video and adaptive bit rate (ABR) streaming protocols.

Ready for the third decade

"These examples of innovation are just a part of the ADB mission," notes Peter Balchin, ADB's Chief Executive Officer. "We are constantly driving modernisation across our Connected Solutions Portfolio to ensure that our customers can provide the immersive and interactive TV experiences today's consumers want."

He adds: "We're also immensely proud of the business innovations we've introduced this year. Our ConnectedOS partner community has grown to 10 partnerships and includes other cutting-edge technology leaders such as Jiuzhou, Inspur, ContentWise and Invidi. ADB has had a tremendous 20 years at the heart of the digital TV revolution, successfully delivering over 100 million devices to service provider customers across the world. We look forward to continuing to play a pivotal role in the connected world by developing new technologies, driving services and, most importantly, inspiring the people who will propel innovation for the next generation."

Demonstrations across the Connected Solutions portfolio will be available on the **ADB Booth (5.B60)** – to book an appointment, please contact info@adbglobal.com.

– Ends –

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.

For more information, visit www.adbglobal.com