ADB graphyne2 wins Best Interactive TV Technology or Application at the CSI Awards 2016

Judges recognize innovative personal end-to-end personal TV platform that bolsters operators' ability to create truly interactive viewing experiences

Amsterdam, The Netherlands, 10th September 2016 – ADB, a leading provider of solutions and services for media convergence, has today announced that the company's next-generation personal TV platform, **graphyne2,** won Best Interactive TV Technology or Application at the **2016 CSI Awards.** The awards honour outstanding products and services exhibited at IBC 2016 and are decided by a judging panel of industry experts.

The successful graphyne2 platform is a feature rich client device software suite that provides an intuitive and user-friendly interface that enables quick and easy access to the content viewers desire. Users can switch easily between Video-on-Demand, Over-the-Top services and traditional linear channels while also accessing additional features, such as an advanced second screen application, cutting-edge multiscreen capabilities and a consumer relationship management platform, which can be tailored to individual customer preferences.

Peter Balchin, CEO of ADB, comments: "We are absolutely delighted to have won this prestigious award, and are grateful for the recognition of all the hard work our software team has put into developing and bringing to market our graphyne2 software suite. There has never been a better time to be a TV viewer with a huge range of interactive possibilities open to consumers, and we are proud to be at the forefront of this trend."

Balchin adds: "Improved customer experience, better retention and potential for service upsell are at the heart of graphyne2's design. We're looking forward to working even more closely with our partners and customers to achieve these objectives."

The newly launched software suite, which debuted at IBC 2016, delivers greater flexibility than ever to operators by providing a choice between two UX offerings; the set-top-box (STB) UX, or the multiscreen UX, depending on the desired application.

The graphyne2 launch extends ADB's portfolio of Connected Solutions and is the culmination of 20 years of TV industry innovation.

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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.

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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