



ADB extends graphyne2 to new MStar 4K set-top-box chipset for seamless next-generation personal TV

- *graphyne2 integration with new MStar 4K enabled chipset offers rapid and consistent delivery of powerful new STB features*
- *Faster time to market and seamless compatibility reduces operational risk for original device manufacturers (ODMs)*
- *Operators benefit from certified interoperability and performance optimisation through joint engineering efforts*

Sunday, 11th September 2016 – Geneva, Switzerland - ADB, a leading provider of solutions and services for media convergence, has today announced a strategic relationship with MStar Semiconductor Inc., which integrates MStar's 4K Hybrid Set-Top-Box chipset solution with the new **graphyne2** next-generation personal TV software platform.

The pre-integration means that MStar's dual 4k HEVC/VP9 STB chipset platform with the latest advanced security engine is fully optimised to run the new graphyne2 platform, providing original device manufacturers (ODMs) and pay-TV operators with enhanced performance and features including Multiscreen UX, with improved time to market.

Consumers are demanding that the next generation of video-capable playback devices - including STBs and media streaming appliances - are able to deliver content of the highest quality along with a consistent set of features. Operators meanwhile are keen to reduce the costs and complexity of managing a diverse set of customer premise equipment (CPE) while still providing a common platform to enable the rapid delivery of new services, with the ability to evolve technology to meet new consumer drivers such as 4K.

MStar is a leader of FTA (Free-To-Air) and pay-TV STB controller **system-on-chip (SoC)** solutions including standard definition (SD), high definition (HD) and 4K broadcast and broadband content resolution, and IPTV, Video on Demand (VOD) and Personal video recorder (PVR).

"Through our partnership with ADB, our customers gain proven, high performance and reliable technology solutions to create the advanced STBs which are equipped for the next generation of advanced content services," said Hugh Napier, Sales & Marketing Director at MStar Semiconductor, Inc., "Integrating ADB's graphyne2 personal TV solution on our 4K STB chipset enables operators across the industry to offer exciting TV experiences to viewers, while also providing the tools to unlock valuable new services and operating models."

The graphyne2 platform from ADB has been built on 20 years of continuous development from serving cable, satellite, IPTV and new OTT service providers. The new platform leverages ADB's deep expertise in software design to deliver a cloud-optimised solution for next-generation pay-TV and OTT. It builds upon, and is backwards-compatible with, ADB's award winning Carbo and Graphyne UX, as well as ADB's Uniphyme middleware.

PRESS RELEASE



“MStar is a technology innovator that adds a great deal of value to our partner programme and this partnership demonstrates a key part of our strategy to offer our ODM and pay-TV operator customers the widest degree of choice, to deliver the best services while balancing features and cost,” **said Peter Balchin, CEO, ADB.**

“We look forward to enhancing our relationship with MStar and our wider Connected.Os partners community over the coming months as we deliver successful projects that showcase the capabilities offered by the graphyne2 personal TV solution to help operators quickly launch valuable new service offerings and innovative new products.”

Demonstrations will be available at **IBC 2016** on the **ADB Booth (5.B60)** and **MStar Suite (2.C33)**. Visitors to IBC will be able to see first-hand how ADB graphyne2 personal TV and MStar solutions are helping operators, service providers and ODM maximize the opportunities of the new Connected Age.

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About MSTAR

MStar Semiconductor, Inc. (“MStar”) is a world-class leader in Application Specific ICs (“ASIC”) with a focus on consumer electronic products and communication applications. Since the inception in 2002, MStar has established a strong brand and leadership position in LCD controller, analog and digital TV and set-top box by fully leveraging its core expertise of cutting-edge design capabilities, continuous innovation and premier customer-focused services. Headquartered in Taiwan, MStar has a comprehensive global footprint of international R&D and customer support centers to provide a full range of total solutions for various consumer electronic applications. For more information, please visit www.mstarsemi.com.

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