



## ADB's next-generation graphyne2 wins IBC Best Of Show Award 2016

*ADB honoured for its personal, end-to-end graphyne2 platform, which enables TV-operators to create truly interactive viewing experiences.*

**Amsterdam, The Netherlands, 14th September 2016 – ADB**, a leading provider of solutions and services for media convergence, today announced that it has been awarded an IBC 2016 Best of Show Award for its next-generation personal TV platform, **graphyne2**. The newly launched end-to-end platform is a feature rich client device software suite that provides an intuitive and user-friendly interface, enabling quick and easy access to the content viewers desire.

The awards are presented by NewBay Media's TV Technology magazine, **TVBEurope** and are judged by a panel of industry experts. The awards honour innovation and outstanding product development across the TV and broadcast industry. The win for graphyne2 comes just a year after ADB's Best Of Show Award at IBC 2015 for its Connected Solutions software suite.

**Peter Balchin, ADB's Chief Executive Officer**, comments: "We are absolutely delighted to have been awarded another Best of Show Award at IBC this year. The industry recognition that graphyne2 is receiving is a direct result of the hard work and dedication of our software team, who have developed the platform and delivered it to market. 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, higher retention rates for subscribers, and the potential for service upsell are all at the heart of graphyne2's design. We're looking forward to working even more closely with our partners and customers to provide these effective solutions, which enhance the TV viewing experience."

The next-generation software suite, which debuted at IBC 2016, provides TV operators and manufacturers with more flexibility than ever, 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.

## **PRESS RELEASE**

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](http://www.adbglobal.com)