PRESS RELEASE

ADB joins the prpl Foundation to drive innovation in the connected devices market

- *ADB joins the open source software organisation to bring carrier-grade software to gateways for the connected devices industry*
- *New partnership enables The prpl Foundation to benefit from ADB's proven expertise and 20 years of award-winning industry firsts*

November 15, 2016 – Geneva, Switzerland - ADB, a leading provider of solutions and services for media convergence, has today announced that it has joined the **prpl Foundation**, an open-source, community-driven, collaborative, non-profit organisation, committed to supporting the next-generation connected devices industry. ADB and the prpl Foundation will work together with the open-source software community in order to build carrier-grade features into home gateways, and drive innovation across the connected devices market.

"We're really excited to have ADB on board as a new member of the prpl Foundation. Working with industry leaders such as ADB means we can continue to pursue new and innovative projects across our portfolio," said Art Swift, president of the prpl Foundation. "ADB is a great addition to our existing member base, and will help us drive our ground-breaking work that can help to evolve today's connected devices - making them more open, interoperable and secure."

The prpl Foundation has a strong focus on enabling next-generation datacentre-to-device portable software and virtualized architectures, with a specific emphasis on data centres, networking & storage, connected consumers and embedded IoT. As a new member, ADB will be a key participant in a newly formed **Carrier Interest Group**, which has the charter to ensure that the technical needs of major international carriers are represented across prpl and that potential carrier grade features are defined for key open source implementations, such as OpenWrt.

"We're thrilled to be able to actively contribute to the great work the prpl Foundation is already doing, and combine this with our strong experience across both broadband and IoT," said Corrado Rocca, EVP Product Management and Development at ADB.

"Working alongside other leading companies to create connected solutions in an open and collaborative environment will help us to push the boundaries of our industry even further, and guide the next stage of evolution of connected devices."

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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.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customers 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

About prpl

prpl (pronounced "Purple"), is an open-source, community-driven, collaborative, non-profit foundation targeting and supporting the MIPS architecture – and open to others – with a focus on enabling next-generation data center-to-device portable software and virtualized architectures. prpl represents leaders in the technology industry investing in innovation in efficiency, portability and compatibility for the good of a broad community of developers, businesses and consumers. Initial domains targeted by prpl include datacenter, networking & storage, connected consumer and embedded/IoT. See: www.prplfoundation.org.