



ADB helps Multimedia Polska deliver enhanced TV services with user-friendly Personal TV solution

- *Catch-up TV service allows subscribers to watch selected programs previously broadcast*
- *Network PVR functionality allows recording any program without local storage*
- *Timeshift functionality enables subscribers to stop, resume, and rewind watched channels, and even restart an in-progress broadcast*

Geneva, Switzerland, 22 November 2016 – ADB, a leading provider of solutions and services for media convergence, has today announced that **Multimedia Polska**, a cable operator in Poland, has chosen ADB's Personal TV software platform to enhance its pay-TV offering. ADB's Personal TV solution offers a variety of next-generation features within an innovative, intuitive and user-friendly interface. Multimedia Polska S.A. provides radio, television, internet and telephony via cable TV and telecommunication services in Poland, serving 900,000 subscribers.

The implementation of the award winning Personal TV solution will enable Multimedia Polska to launch several new features, including a catch-up TV service that allows subscribers to later watch selected programs that were previously broadcast, or to record any program using personal video recorder (nPVR) functionality. The upgrade also delivers timeshift services, allowing subscribers to stop, resume, rewind and also start over a program already in progress.

This new functionality is enabled and enriched thanks to the redesign of the pay-TV user interface and electronic programming guide (EPG), which includes an enhanced system of personalised recommendations that recognizes viewers' preferences and suggests content suited to their needs based on availability, timing and context.

Bartłomiej Kasinski, Director of Strategy and Development Division, Multimedia Polska, comments: "Our partnership with ADB will allow us to enrich our offering with new functionalities that will enable the delivery of a range of very interesting and innovative digital television services to our subscribers. With ADB's Personal TV solution, we have a truly extendable platform that will literally change the way our subscribers watch TV."

The ADB Personal TV platform offers a feature-rich client device and backend software suite, which provides a fully personalized, intuitive and viewer-friendly user experience – enabling quick and easy customer engagement based on individual preferences. The next-generation suite is a standards-based platform, which offers several key features that empower pay-TV operators to dramatically improve content delivery.

Multimedia Polska and ADB have worked together since 2007, initially with the implementation of HD decoders and management systems – allowing Multimedia Polska to become only the second operator in Europe to implement an HDTV with VOD service. Over intervening years, ADB has helped Multimedia Polska deliver many successful projects, including an enhanced VOD service, cardless signal security system and an interactive application enabling viewers to participate in programs through voting.



Jacek Galik, Senior Vice President Sales for **ADB**, notes: “We are extremely pleased that Multimedia Polska has once again chosen an ADB solution to support a new and pioneering offering to its customers. This underlines the fact that we are not only a trusted partner, but also a recognised innovator across the digital TV industry. ADB’s knowledge and years of experience ensures that operators are able to provide cutting-edge services and, ultimately, an attractive offering with the modern features that today’s consumers demand.”

The ADB Personal TV solution is built on 20 years of continuous technological development for cable, satellite, IPTV and over-the-top (OTT) service providers.

The first deployment of ADB’s solution for Multimedia Polska is due to launch in Q2 2017.

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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 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