



ADB will develop new nc+ Software platforms for the coming years

Geneva, Switzerland, 11th May 2017 – **ADB**, a leading provider of solutions and services for media convergence, and **nc+**, a leading polish satellite operator and provider of advanced multimedia services have signed an agreement to extend cooperation for the development of nc+ software platforms for the coming years.

This long-term agreement confirms ADB as key supplier for nc+ advanced platform software and services and enhances the market traction of the nc+ digital platform. Provided are various new compelling features, such as on demand video content via Internet connectivity amongst others, which will increase platform attractiveness and extend the lifecycle of the deployed STBs.

The ADB and nc+ partnership dates from 2006, when the companies jointly launched the first HD platform in Poland. Subsequently the operator has implemented extensive **ADB solutions such as advanced DVR, VOD service, Multi-room, Multi-screen, OTT services**, and many other advanced features. These solutions have won an array of prestigious awards at international trade fairs.

To date, ADB has provided nc+ with **over 2 million STBs** with advanced trend setting solutions, that enable fast and intuitive access to favorite services at the most convenient time and place for the viewer.

"Our common goal is to create innovative solutions and provide viewers with an attractive offer that brings ever better viewing experience. Thanks to our broad expertise and knowledge, ADB continues to surprise with pioneering implementations, which are ahead of the trends. Our over ten-year collaboration with nc+ brings forth outstanding projects and successes for both companies. This partnership allows creating unique and advanced products that viewers and industry specialists appreciate, "**said Jacek Galik, SVP of Sales East Europe.**

"Thanks to cooperation with ADB, we have been providing our customers with the latest nc+ technology platform, shaping Polish digital television market" **said Jarosław Kordalewski, Vice President of the nc + Technology and IT department.** "Extending our cooperation for the next few years will allow us to further develop our offer, which our current and future customers will benefit from" adds **Jarosław Kordalewski.**

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About ADB

ADB provides advanced innovative solutions for personal TV, business TV, broadband and for Internet of Things (IOT). The dynamically evolving "Connected Age" is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services, which ADB solutions address.

The company has extensive proven expertise and 20 years of award-winning industry firsts, enabling operators to build successful businesses and deliver the connected experiences consumers demand. ADB empowers some of the world's leading content distributors, pay TV and broadband operators including A1 Telekom Austria, Telenor, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Telenor, Time Warner and Vodafone.

ADB has a dedicated team of over 550 people, including a 400-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 nc+

nc+ is a modern paid television platform, offering the most extensive range of programs in Poland. It offers over 160 carefully selected channels of the best quality, 81 of them in HD standard. At the same time it provides access to over 600 FTA channels.

Now, nc+ means also superfast LTE Internet and mobile phone technology. nc+ Internet is a unique service: Unlimited TV, which does not influence the data transfer limits when you watch television via ncplusgo.pl website or with the nc+ GO app. So, you can watch your television wherever and whenever you want, for as long as you want and on whatever screen you want!

nc+ means also the most modern technologies, including PVR (personal video recording); MULTIROOM; nc+ go TV - thousands of video and films on demand available after connection of the set top box to the Internet; the nc+ GO service that provides access to television and VOD collection at any time, place and via any mobile device (laptop, tablet or smartphone). Further, there is the CANAL+ Sport Online application that gives mobile device users access to transmissions of the most important sports events.