



Commercial deployment of RDK on ADB platform

17TH May, 2017 – Geneva, Switzerland: **ADB**, a leading provider of solutions and services for multimedia convergence, announces its partnership with Portuguese telecommunications and multimedia service provider, **NOWO**, with scope to implement the commercial launch of its TV service with ADB STB Hardware and ADB RDK Middleware.

This strategic cooperation has aim to quickly deploy a variety of new RDK based services which will vastly enhance NOWO's offering to its customer base with innovative new features.

Ana Teixeira, NOWO's Chief Technology Officer commented: "As part of our commitment to the ongoing improvement of our services and offer to our customer base, we are confident that we found the right partner to continue to create innovative solutions and deliver for the future. NOWO and ADB share the same vision and a mutual focus on technological innovation and we believe that this partnership will help us to achieve our goals, as we move into our next phase of business development."

"The ADB solution adopted by NOWO is built on solid, proven technology, and met NOWO's key requirements for the project. The ADB RDK Middleware will continue to evolve to RDK-V and will follow the future requirements of PayTV", said Lennart Broers, SVP of Sales at ADB for Major Accounts in EMEA.

NOWO uses the innovative ADB 1750CF HD HEVC STB, providing customers with cutting edge technology and benefits, including multiple tuners, optional HDD and time-shift functionalities.

The ADB STB + RDK Middleware solution is seamlessly integrated with the multiscreen next-gen Nebula TV solution of **ANDROME**. This state-of-the-art end-to-end TV product is fully content driven and is providing build-in recommendation for the end-users delivering NOWO a competitive edge. It has been received very well by NOWO's customers after an efficient and successful commercial launch.

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.

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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, 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 NOWO

NOWO is a Portuguese private telecommunications operator, founded in 1993 and owned by APAX Partners and Fortino Capital. In 1995 it obtained the licenses to start operating, offering telephone services, internet and cable television. Since Jan 2016 Nowo is also MVNO, offering national mobile coverage with 4G speeds. It has hybrid fiber optic and coaxial network with more than 14,000 Km and reaches more than 900,000 homes passed.

NOWO distinguishes itself by being the challenger of the market: it openly states the existence of agreements without fidelity, and the services bundles can be personalized according to the client's needs.

About ANDROME

ANDROME realizes challenging solutions for leading telecom providers. With the Nebula product portfolio Androme delivers a scalable and reliable basis for enhanced functionality both to end-users and to BSS (Business Support Systems). The Nebula architecture is built taking advantage of more than 20 years of telecom experience. The Nebula product portfolio delivers an intuitive UI and enhanced TV functionality on top of RDK-based STBs (set-top boxes) and mobile devices bringing TV services like live TV, catch-up, start-over, nPvR, local recordings, sVoD, tVoD and fVoD to a new era. The content discovery is based on user specific recommendations, bookmarks, favorites, ads and promotions. Also upselling features are included to increase ARPU for the MSO.