



press
release

ADB Enhances its 4th Generation vuTyme IRE Solution

- Nationally deployed with cable operators, vuTyme's new enhancements include three choices of brandable UIs, OTT screen-casting and more
- vuTyme's 65+ features offer dynamic configuration to meet hotelier needs
- Visit ADB at HITEC June 26 to 29 in Booth #337 at the Metro Toronto Convention Centre

June 1, 2017 – Denver, Colo. – Next month, ADB will showcase vuTyme 4.4, a robust In-Room Entertainment System packed with scalable features supporting all hotel tiers, from economy to luxury. vuTyme 4.4 is fully customizable and contains three choices of User Interface, enabling hoteliers to apply their unique branding guidelines to unify the look and feel for guests. Each feature-set contains advertising campaigns, digital signage, and local/hotel program channel.



vuTyme
by adb

vuTyme by ADB will be on display at HITEC Toronto June 26 to 29 in Booth #337. Join ADB Monday, June 26, at 6:30 p.m., as they sponsor the HITEC Opening Night Party at the Muzik Event Centre.

"With vuTyme, ADB continues to raise the bar on the possibilities of what an in-room entertainment system can and should offer," said Chris Dinallo, ADB chief technology officer and general manager, Americas Business TV. "We built vuTyme in 2011 as a solution that would transcend the typical in-room TV viewing experience. Today, vuTyme continues to be digital based, agnostic to video transport and delivery, and built to lower the total cost of ownership. It also streamlines transaction-based processing to enable hoteliers to create new services and revenue-generating capabilities. vuTyme 4.4 is nothing less than what we intended many years ago."

vuTyme 4.4 delivers live TV, VOD, PPV, concierge, digital signage and targeted advertisements PLUS it offers exciting features such as Searchable Interactive Program Guide (IPG), Over-the-Top (OTT) services access like Screencasting from BYOD, direct-to-guest messaging through the TV, local attractions map with QR Code, Pause/Rewind/Fast-Forward LIVE TV, and much more.

"Hoteliers who are looking for a high-quality and easy-to-use iTV solution that offers a frictionless experience should visit ADB at HITEC Toronto," Dinallo said. "vuTyme operates in the cloud, requiring no hotel head-end equipment – just a compact set-back box discretely mounted behind the TV."

For more information on the vuTyme by ADB iTV platform, visit www.vuTyme.com.

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About ADB Business TV

ADB's Business TV solutions are built on 20 years of continuous development and innovation, delivering advanced TV solutions for businesses across cable, satellite, IPTV and now over-the-top (OTT) services. We provide solutions that meet today's complex hospitality TV demands, marrying global TV, interactive media, and IP connectivity to enable a better in-room customer experience.

ADB's hospitality solution is one of the top five most deployed hospitality interactive TV solutions globally and the second most deployed platform in the US. Our technologies power TV content and services delivery in over 250,000 US guestrooms, across the industry's leading brands.

ADB is Connecting Lives and Connecting Worlds with innovative software solutions and managed services for business TV, personal TV, broadband and the Internet of Things (IoT). We understand how multimedia convergence is changing consumer consumption and driving demand for powerful, flexible and cost-effective connectivity and services.

Headquartered in Geneva, Switzerland, with offices throughout Europe, Asia and North America, ADB has deployed more than 100 million devices worldwide. We have a passionate and dedicated team of over 550 people, including a 350-strong engineering team.