



ADB wins new project with Melita

16TH November 2017 – Geneva, Switzerland: [ADB](#), a leading provider of solutions and services for multimedia convergence, has today announced that the advanced quadruple-play cable operator, [Melita](#), has chosen **ADB** to implement the commercial launch of its TV service. Melita will benefit from **ADB's vast experience in the STB market together with innovative applications** applied through **RDK middleware**.

This new customer relationship aims to quickly deploy a variety of new RDK based services which will enhance Melita's offering to its customer base. The RDK enabled deployment radically speeds up time to market and **creates a competitive, flexible and attractive solution**.

Melita uses the innovative ADB 1750CF HD HEVC STB with Wifi, and four tuners, providing cutting edge technology.

"Thanks to ADB's middleware and STB expertise, we are able to provide our customers with innovative services and benefits. The ADB STB with its RDK 2.x middleware solution enables **Melita customers to enjoy a combination of interactive services** such as 7 days catch-up, video on demand and recordings in cloud. It also allows multiple recordings at any one time, and the **ability to "split the screen"** and watch 2 programmes simultaneously", said Simon Poljsak, Product Manager at Melita.

"The effectual middleware performance, simplicity of use and the low **energy consumption of the ADB STB** are some of the reasons why Melita decided to work with ADB – We are really proud to count Melita amongst our customers' said Lennart Broers, SVP Sales Western Europe.

About Melita

Melita is a diversified and advanced quadruple-play cable operator offering converged telecommunications services. The company offers IP based digital cable TV, broadband Internet, fixed-line telephony, and mobile voice and data services. It also owns and operates an undersea submarine optical fiber cable; a co-location data centre built to Tier 3 specifications as well as a next-generation Wi-Fi service across the Maltese islands.

PRESS RELEASE



About ADB

ADB is an innovative provider of solutions and hardware for personal and business TV, broadband, and Internet of Things (IOT).

The company's connected solutions bring together its proven expertise and over 20 years of award-winning industry firsts, enabling customers to build successful businesses and deliver the connected experiences that consumers expect in a digital world. ADB has been empowering some of the world's leading content distributors, pay TV and broadband operators since it was founded in 1995.

ADB has a passionate and dedicated team of over 550 people, including a 400-strong engineering team. The company is headquartered in Geneva, Switzerland and has Sales, Research & Design offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com