



press release

2nd Netflix integration done by ADB for Canal+ Platforma

29 April 2020 – Geneva, Switzerland: ADB has completed 2nd Netflix integration for Canal+ Platforma. It's available on operator's UltraBOX+ platform supplied by ADB. It follows December 2019 implementation performed on the first edition of UltraBOX+. Unlike December release, this one supports HDR technology (High Dynamic Range). It's another successful Netflix certification made by ADB for pay TV operators.

Thanks to ADB's implementations CANAL+ subscribers get access to Netflix directly from the channel list, regardless of the hardware platform used.

"We are proud to release 2nd Netflix implementation for Canal+ within a quarter time-frame, yet another best-in-class solution for its subscribers. This is the giant step enriching Canal+ offer in Poland. It was a special project for ADB, challenging in terms of timeline and technology. Therefore I am extremely satisfied to see this great outcome which is due to a productive collaboration among all parties involved who worked in perfect sync. We did it!" – said Jacek Galik, SVP Sales at ADB.

"Netflix being part of Canal+ bundle offer was our goal since a long time. It is a direct reply to consumer needs, it's a game changer. We assigned this project to ADB with full confidence that it will happen on time and at outstanding quality – said Jarosław Kordalewski, CTO at Canal+ Platforma. "This implementation provides visible benefits for our customers: the obvious one is HDR which makes a significant difference in image quality and the second one is simple and straightforward access to Netflix through a selected live channel 222." – adds Jarosław Kordalewski.

About ADB

ADB has 25 years history in offering innovative and high-quality full system solutions for Pay-TV and Telco operators, content distributors and hospitality property owners, who want to deliver best-in-class video and broadband services to their customers.

ADB combines innovation, system integration, software and hardware expertise with user expectations to provide reliable and fully integrated products with a guarantee of on-time deployment and long-term support.

The company is a valued partner of choice to service providers and operators around the globe. ADB's solutions empower the world's leading content distributors, Pay-TV and broadband operators.

For more information, visit www.adbglobal.com/