

connecting lives  
connecting worlds

personal TV



Solution Overview  
and Key Features

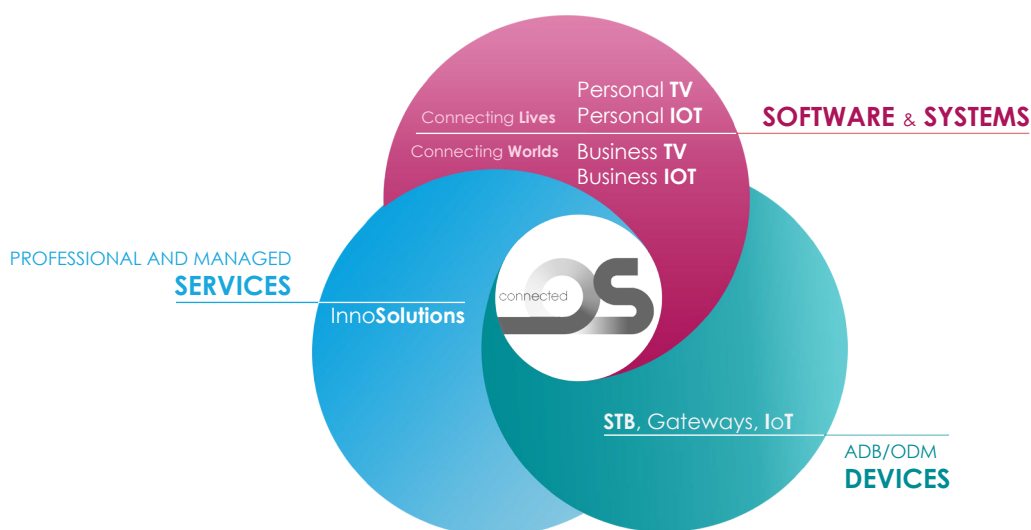


# Personal TV Solution Overview and Key Features

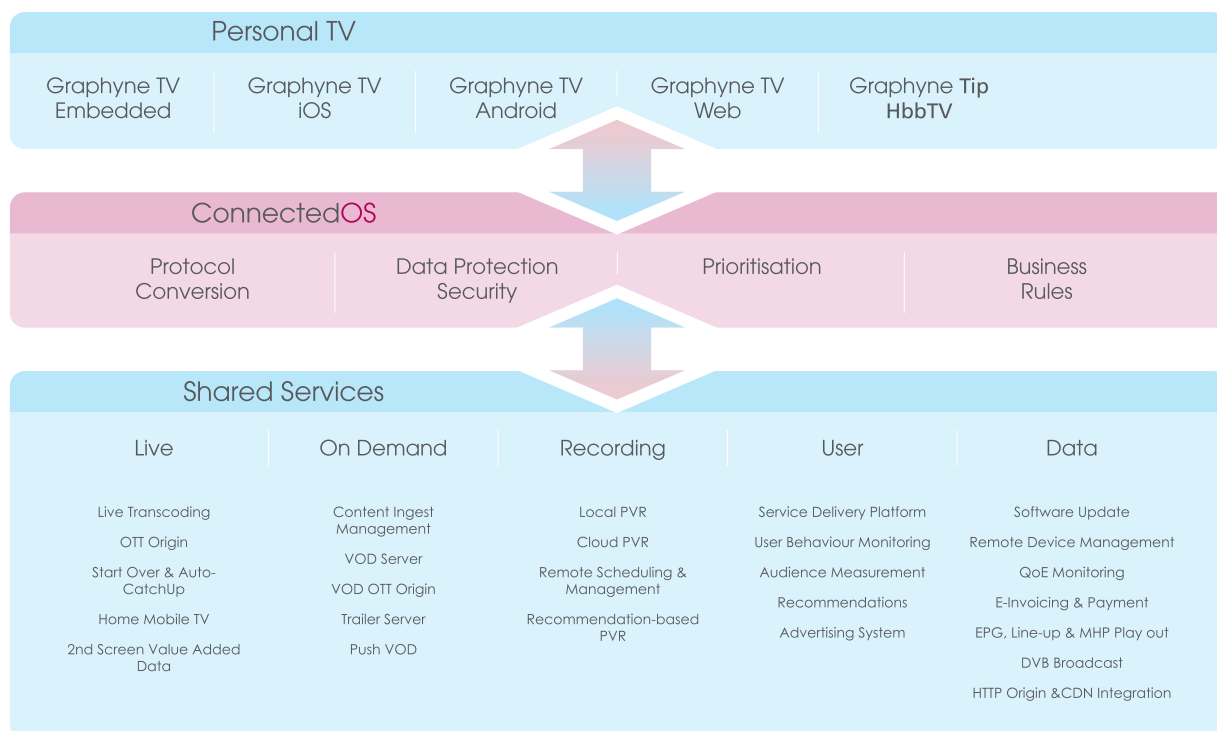
Personal TV delivers all the key elements required for a successful pay-TV implementation. ADB takes the role of prime contractor in bringing all these elements together, ensuring our customers get the right solution, at the right price and on time!

Personal TV includes a modular collection of essential elements:

- **Software and Systems** – Includes on-premise and cloud-based backend components as well as ADB's Graphyne TV software stack and UX, supported by ConnectedOS.
- **Devices** – Our unique experience of hardware and software allows us to work closely with leading ODMs in finding compatible devices for a wide range of deployment scenarios. This also includes CA certifications and CPE introduction and testing.
- **Services** – Support for our clients with ADB InnoSolutions, an industry leading package of services designed to ensure projects and operations are optimized now and for the future, helping to drive business growth, customer retention and return on investment.



## Personal TV Feature Overview



**Graphyne TV** is a complete software suite designed for pay-TV, streamlining the process of managing and delivering TV and video content across devices. The solution unifies access of all types of content, including broadcast, on-demand and OTT, delivering a consistent and seamless experience for TVs, tablets, smartphones and gateways.

The **Graphyne Tip** is a simplified version of HbbTV, providing retention and monetization tools to broadcasters and TV service providers via user monitoring and recommendations directly to Smart TVs.

**ConnectedOS** is a software platform and cloud-based service that bridges together solutions and services and is designed to simplify integration, improve time to market and lower costs in the delivery of connected services for our clients. ConnectedOS provides a common standards-based integration layer that includes toolkits and APIs that speed up the creation of application solutions.



## Enhancing the consumer experience

- **A complete TV package**
  - Live TV EPG on any platform including Satellite, Cable, Terrestrial, IPTV and OTT TV Everywhere
  - Multi-room and multiscreen
  - VOD Store
  - Customer media for music, video and pictures
- **A seamless TV experience**
  - A cutting edge user interface
  - Consistent look and feel across devices
  - Freedom to start, stop, flip and catch up across devices
  - DVR with remote management app
- **Enhanced value and customer satisfaction**
  - Social media
  - Search and recommendations
  - Personalization
  - Integrated smart home applications



## Enhancing the consumer experience

- **A unique partner for the long-term**
  - We combine our market knowledge with our heritage in hardware and software to deliver first class solutions
  - B2B2C – our focus on the consumer enables us to deliver innovative solutions for our clients
  - A modular end-to-end software package that includes everything from UX to software stack, to middleware and added value platform features, delivering enhanced services and monetization capabilities
- **Commercial flexibility**
  - OpEx and CapEx friendly business models
  - Modular design means only purchase when you need it
  - Innovative device model ensures maximum flexibility, quick time to market and lower price
  - Quick time to market due to optimized hardware, software porting and ODM hardware supply chain options
- **Full package of monetization capabilities**
  - Subscriber management support
  - Marketing functions including promotional capabilities
- **Software platform that enables quick and fully integrated use of best of breed applications**
  - An open ecosystem that fully leverages the best of today and tomorrow
  - ConnectedOS delivers SDK with mature and easy to use APIs
  - Introduction of new value-added services like advertising and recommendations
- **Ease of use in administrating and supporting the system**
  - User friendly toolset for administration and customization
  - 24/7 support center
  - Monitoring and active network management capabilities including TR-069 with TR-135
  - Specialist support functions including testing, compliance and certification



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ADB is Connecting Lives and Connecting Worlds with first-class solutions for personal and business TV and the Internet of Things. We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customers to build successful businesses and deliver the connected experiences that today's consumers crave. Underpinned by our ConnectedOS digital platform, we enable our customers to increase ARPU, reduce churn and improve profitability.