



press release

ADB delivers complete and unrivalled solutions for pay-TV and broadband

ADB has been delivering end-to-end solutions to the biggest pay-TV operators for many years. With all the acquired experience and unique integration skills the company is now **a fully equipped one-stop shop** having such a comprehensive product range, that probably no other company has.

ADB's portfolio meets the expectations of today's TV and broadband operators who want to quickly adapt their offering to the rapidly changing market requirements and deliver modern multi-play service.

In short, ADB offers all essential elements needed for efficient TV content delivery, regardless of the operator type or delivery network, including:

- high-performing set-top boxes,
- graphyne2 software suite with its essential components: client software for all types of devices, multiscreen UX, backend system, video headend and app store,
- complete set of Personalization and Monetization tools including ADB Recommendation Engine, Monitoring & Analytics, Marketing Automation, Advertising and UX configuration,
- epiCure – a real-time diagnostic and troubleshooting platform ensuring the Ultimate Quality of Service.

But this is just a fraction of ADB capabilities because the company is also a well-known provider of comprehensive broadband solutions, serving biggest telco operators around the world. The company offers advanced broadband gateways with a complete software stack featuring the latest networking technologies like Mesh, boosting the Wi-Fi networks to the next level of performance, coverage and reliability.

This combination of products well integrated into one solution by ADB allows the operators to deploy new, competitive services faster, at the lower cost but also to retain current base of subscribers and attract new ones.

There will be field deployments for European operators still this year, proving those capabilities but the ADB will be also demonstrating its complete offer for the operators at IBC 2018 (Hall 5.B60).

Furthermore, we are very pleased to announce that **ADB's graphyne2 Personalization Hub is shortlisted for "Best TV user experience – product innovation" in the CSI Awards 2018**

<http://www.csimagazine.com/awards/shortlist18.php>

About ADB

ADB is a one-stop shop offering innovative and high-quality full system solutions for content distributors, TV operators and property owners, who want to deliver best-in-class video and broadband services to their customers.

ADB combines innovation, 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/