



press
release

Telenor deploys ADB's graphyne2™ Pay-TV system

11 September 2019 – Geneva, Switzerland: ADB, a leading provider of CPE and complete solutions for TV and broadband networks, has today announced that Telenor, the largest provider of telecommunications and digital services in Norway, has started to deploy ADB's best-in-class graphyne2™ Pay-TV system to all subscribers connected to Telenor's Cable and IP network.

ADB's graphyne2™ solution includes an ADB designed Service Delivery Platform and Client Software, enabling Telenor to provide its services through a single back-end to all users' devices including set-top boxes, tablets, smartphones, Apple TV, PCs and Android TV based devices.

ADB's system significantly improves the way Telenor manages its Pay-TV and streaming services, including access to major OTT content providers through a single User Experience on the STB. This enables Telenor to become the prime content aggregator with personalization of content to subscribers. Voice Search function provides an easy way to find requested content across multiple sources.

An advanced dashboard within the graphyne2™ solution enables various configuration changes across the whole subscriber base in minutes without the need of expensive and time-consuming software upgrades.

Together with the graphyne2™ delivery, ADB introduced in Telenor the ADB OMM extended suite of professional services supporting uninterrupted operations, monitoring and maintenance of the system. Operating-Monitoring-Maintaining the Telenor Network and the ADB system lets Telenor focus entirely on its business operation and customers.

"After the first deployment in Poland, the graphyne2™ deployment in Norway is the next major milestone in providing our customer base with the best-in-class Pay-TV system and related services. We are highly confident that further deployments of this system will follow soon. On an ADB provided hardware or on a 3rd party hardware solution." – said Rolf Seibl, Deputy CEO at ADB Group.

ADB will be demonstrating its complete offer of innovative systems, competitive devices and compelling services for Pay-TV and broadband operators at IBC 2019 (Hall 5.B60).

About ADB

ADB is a one-stop shop offering innovative and high-quality full system solutions for content distributors, TV operators 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/