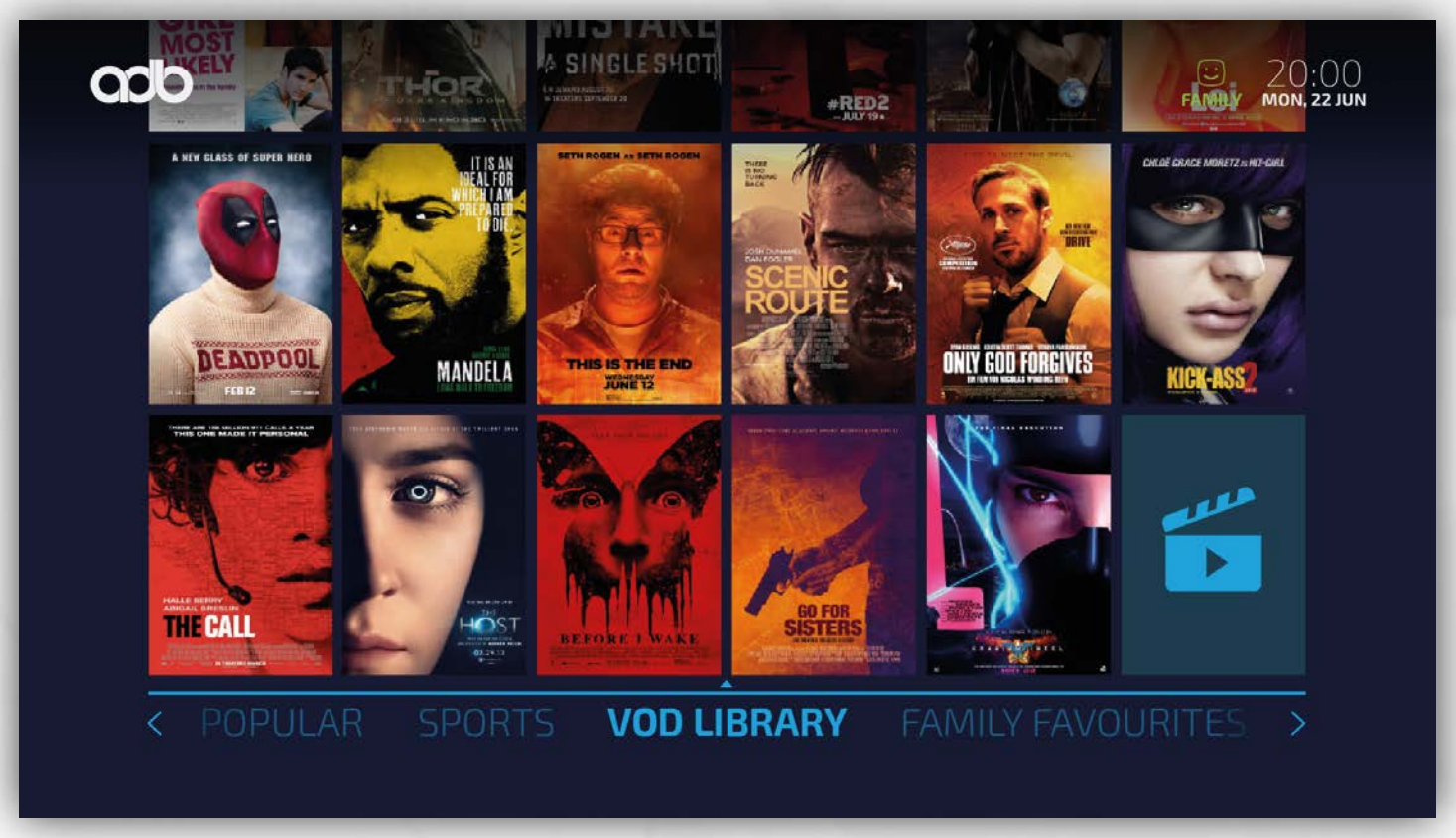
Multiplatform TV entertainment system

graphyne2™

Innovative TV system for Pay-TV service providers **developed by ADB**

graphyne2™ gives the operator the power to:

- Be the best content aggregator to raise the end user engagement
- Enable content recommendations to personalize and promote content as needed
- Manage content metadata to create a personalized offer for the viewers
- Customize the operator's TV service to provide even more compelling user experience every day
- Monitor and analyze viewer's watching habits to adjust the offer to their needs
- Use marketing automation and messaging tool for direct communication with subscribers
- Build strong relationship with subscribers by tailored marketing messages and targeted ads
- Remote management and maintenance of end users' devices to identify and fix issues remotely
- Give users innovative ways to interact with the operator's TV service to discover the content easier and in a more convenient way
- Run service on the most popular users' screens including set-top boxes (Linux and Android TV), mobile devices, Apple TV and PC
- Customize UI on end user devices following the current branding strategy

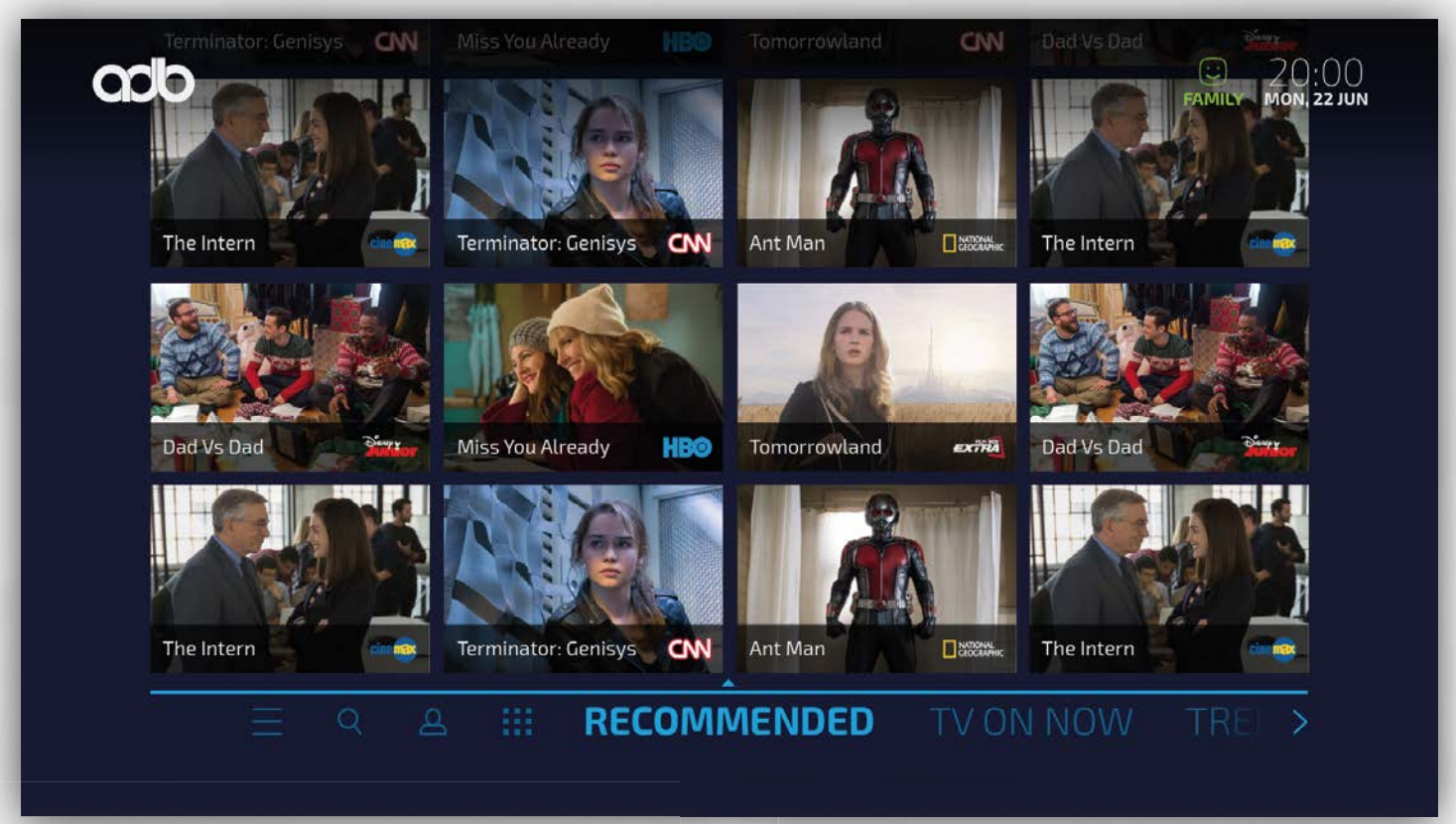


Build engagement and loyalty by providing personalized user experience on all screens

Features and benefits for subscribers

- Live, StartOver and Catch-up TV
- Local and Cloud Recordings
- Access to Video on Demand assets
- Personalized global search
- Easy to use Electronic Program Guide
- Content casting
- Rich content description package
- Personal recommendations
- Voice search
- Access to YouTube, Netflix and similar

graphyne2™



Harness the potential of graphyne2™

Better monetize the experience and build stickiness of your offer

Features and benefits for the operator:

- Capability for aggregating metadata from various sources to combine different content types in one unified system – rich library catalogue of content, simplified and faster content discovery, building subscribers loyalty
- Unique tool to recommend the content to your subscribers, based on historical search preferences and users behavior statistics – ability to upsell the content the operator wants to promote
- Fully editable, configurable and customizable user interface without ADB involvement – independence, cost savings, fast reaction to the market and campaign needs
- Marketing automation and messaging for direct communication with your subscribers and accurate content acquisition strategy – cost saving and additional revenue streams
- Remote management of end users' devices to identify and fix issues remotely – substantial cost saving of after sales services (track roll cost, call center cost, refurbishment services cost), churn reduction and customer satisfaction growth
- Business intelligence and analytics available via easy to use dashboard, providing all information the operator needs to keep subscribers satisfied - powerful tool to increase your market share and reduce the churn

graphyne2™ functionalities

For user experience:

- Live TV
- Electronic Program Guide
- Catchup
- Start-over
- Recordings (local and network PVR)
- Series recordings
- Video On Demand
- Access to selected SVODs and OTT services (Netflix, HBO, YouTube etc.)
- Access to multiple video catalogues
- Unified experience for multiple platforms: STB (Linux and Android TV), mobile devices, Apple TV, PC
- Multi-language UI
- Content casting

For content discovery:

- Powerful recommendation engine
- Personalized recommendations embracing all content sources
- Editorial and statistical recommendations
- Consistent content presentation
- Fast & easy content search based on specific criteria e.g. actors, genres etc.
- Sophisticated search across all content domains
- Voice search commands – multilanguage support
- Personal playlist
- Content rating
- User profiles

For customization & configuration:

- Operator-controlled UI and branding customization
- Ability to mix content offer and advertising

For metadata management:

- Channel lineup and VOD packages management
- Rich content description package

Business intelligence and analytics:

- graphyne2™ management dashboard
- UI usage statistics
- Content consumption statistics
- A/B testing

For communication with subscribers:

- Automated marketing campaigns for defined user segments
- Targeted messages
- Picture based advertisements
- Marketing messages and ads mixed with content recommendations on Home Screen

For integration:

- CRM integration
- User devices management
- 3rd party systems and services integration

For device management:

- Monitoring and management of STBs
- Remote maintenance & troubleshooting

graphyne2™

Operate Monitor Maintain

After Sales Service

Introducing our all new professional OMM services including operations support, maintenance and monitoring

We provide a suite of services for the graphyne2™ system with a dedicated team of experts ready to provide 24/7 support for your operation. Operating-Monitoring-Maintaining your network and **graphyne2™** system by ADB lets you focus entirely on business operation and your customers.

- Extended 24/7 technical support services
- Guaranteed response and service restoration times
- Service extended to customer integration points
- Fully automated infrastructure and system health, availability and performance monitoring
- Proactive system analysis, optimization and performance tunning
- Expert engineering team with best knowledge about the system
- Full insight into system's usage and performance with client devices monitoring and statistics

adbglobal.com

ADB has 24+ years history in offering innovative and high-quality full system solutions for content distributors, TV & Telco 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.

- 400 employees
- 75% engineers
- HQ Geneva
- 63M CPEs deployed
- 1000 software releases
- 100 complex deployments
- Various ISO certifications
- R&D sites in Europe, US and Asia
- 24+ years of award winning industry firsts
- Solutions for Personal TV, Bussines TV and Broadband
- 500 patents
- 100 different HW platforms
- "A" class IT security rating
- Social responsibility rank

graphyne2™
by adb