



Multiplatform TV entertainment system

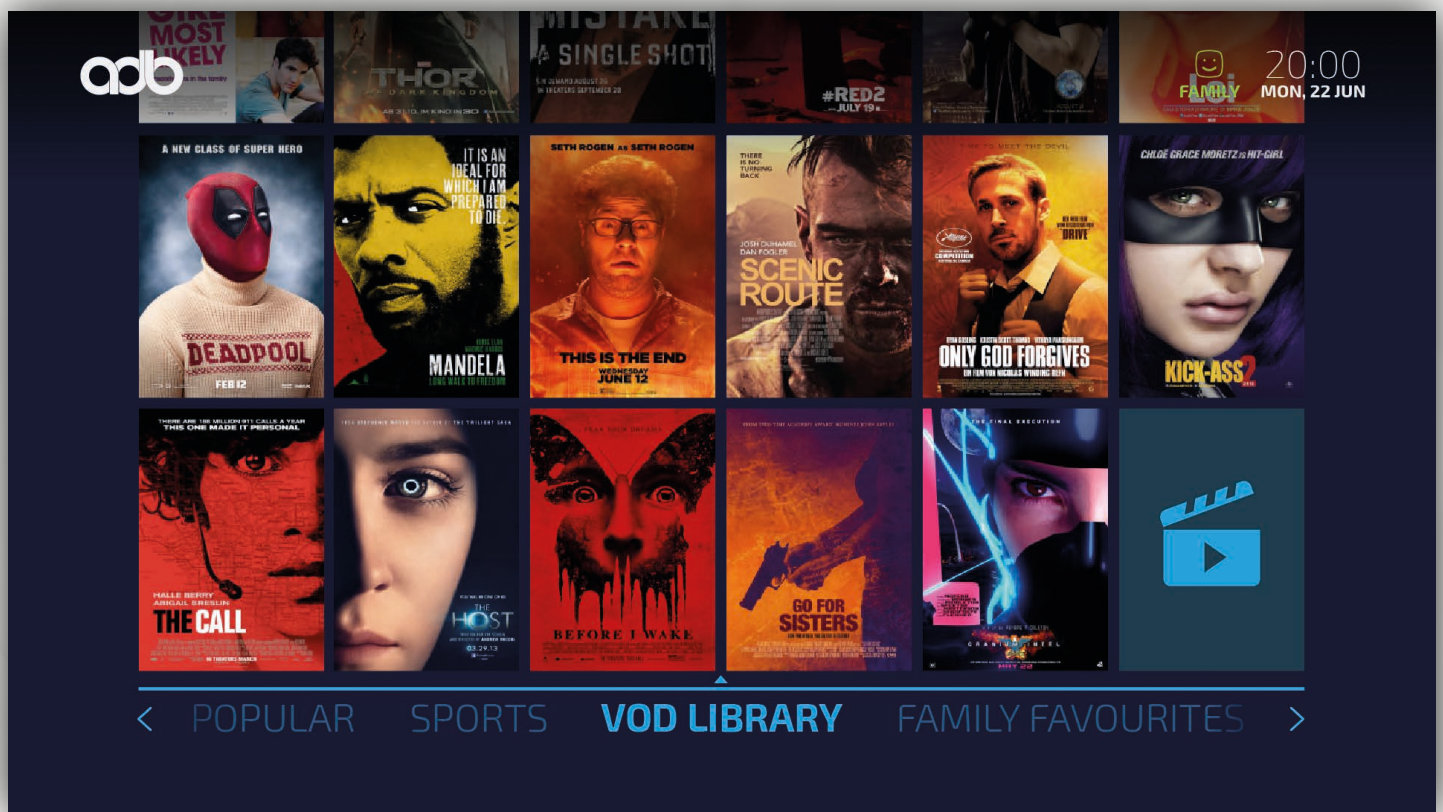
graphyne2™

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





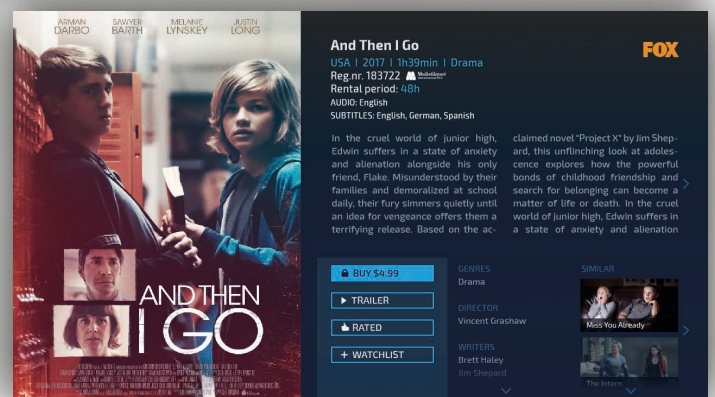
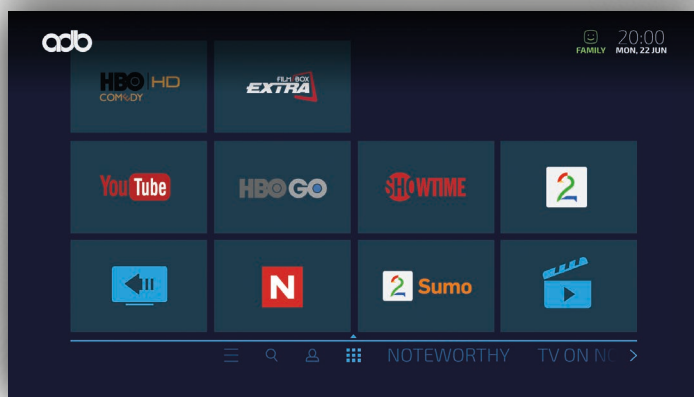
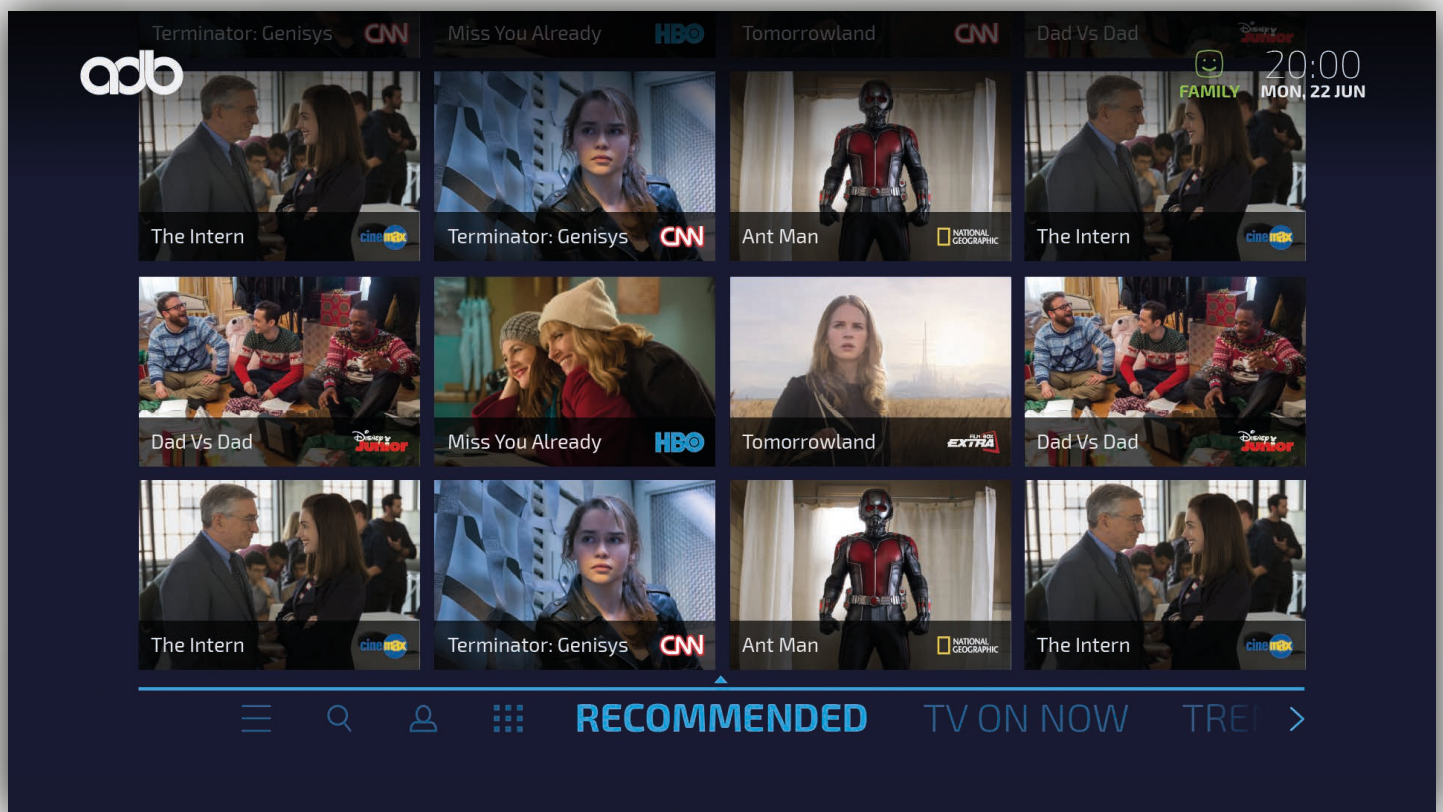
Build engagement and loyalty by providing personalized user experience on all screens

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



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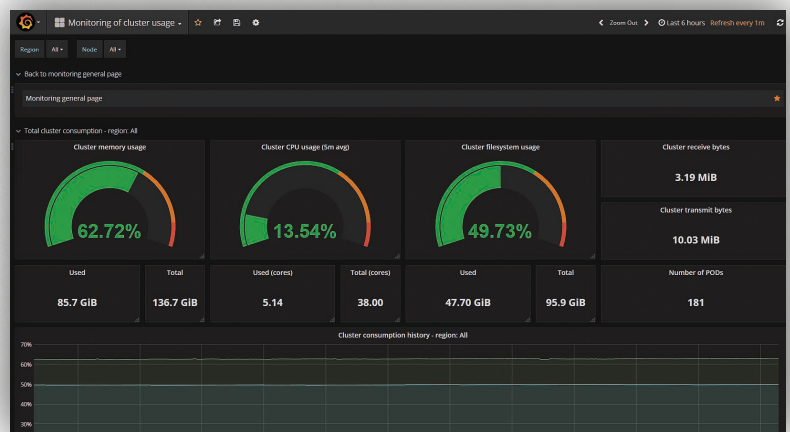
Operate Monitor Maintain

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 tuning
- ✓ Expert engineering team with best knowledge about the system
- ✓ Full insight into system's usage and performance with client devices monitoring and statistics





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



R&D sites in Europe, US and Asia



75% engineers



24+ years of award winning industry firsts



HQ Geneva



Solutions for Personal TV, Business TV and Broadband



63M CPEs deployed



500 patents



1000 software releases



100 different HW platforms



100 complex deployments



"A" class IT security rating



Various ISO certifications



Social responsibility rank

graphyne2TM

