

# Advanced Digital Broadcast

## Press Release



*SeaMobile selects ADB to supply IPTV set-top boxes for the launch of its new digital, interactive video service for the at-sea entertainment industry.*

### **ADB DELIVERS IPTV STBS TO UNITED STATES FOR SEAMOBILE**

**11 March 2008 – Geneva, Switzerland and Chicago, USA:** Advanced Digital Broadcast ([www.adbglobal.com](http://www.adbglobal.com)), a leading supplier of digital TV systems and software solutions for interactive television, announced today that it has been selected to supply IPTV set-top boxes (STBs) to SeaMobile ([www.seamobile.com](http://www.seamobile.com)), a dominant player and supplier to the at-sea/remote location communications and entertainment services industry. ADB's advanced WAV-2500W units, based on the latest advanced video coding (AVC) technology, are enabling SeaMobile to deploy interactive, digital video services on their client's cruise ships – the new services will allow guests to access a wealth of video and interactive entertainment services including IPTV and Video on Demand (VoD).

The contract marks another achievement in ADB's progress in the IPTV market in North America, where it has already supplied IPTV products to over 90 independent operating companies (IOCs). It also marks the company's first incursion into the at-sea marketplace. "We are delighted to secure this new contract with SeaMobile", commented Jim Lomax, Vice President, Worldwide Sales and Marketing from ADB. "It is the first time that ADB has been involved in supplying an off-land application in the entertainment and services industry. We believe that our set-top boxes will enable SeaMobile to provide its customers with market-leading and state-of-the-art digital entertainment".

ADB's WAV-2500W STB is an advanced IPTV STB enabling services to be distributed from a central head-end to individual guest rooms cost effectively, and will serve both European and American applications. The new service will provide a combination of live video received on-board by satellite signal, stored content and VoD distributed over Ethernet. SeaMobile provides VSAT satellite communication systems and many services like the ability to use mobile phones, personal computers, and receive daily newspapers while at sea. The company is the leader in the maritime industry, serving cruise lines, ferries, yachts, commercial ships, the offshore energy industry and the government and military. SeaMobile has recently added video services to their expanding portfolio of products for cruise lines through a SeaMobile division, Wave Entertainment Network.

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“We are very happy to be working with ADB to deploy our new video and entertainment services”, commented Larry Lemoine, President of Wave Entertainment Network. “As the leader in the at-sea communications industry, it was essential that we partnered with an innovative and proven IPTV set-top box supplier. We feel that we have found the right partner with the technical knowledge to successfully launch and deploy our latest product for the cruise line industry”.

Product deliveries have already commenced.

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#### **About ADB**

Advanced Digital Broadcast ([www.adbglobal.com](http://www.adbglobal.com)) is a leader in the design, development and supply of high-quality products to the world-wide digital television market. The Company has deployed over 10 million set-top boxes, across high-volume markets, incorporating the industry’s pioneering middleware, conditional access and hardware technologies.

ADB has established itself as a trusted partner to television operators supporting them to launch new services using state-of-the-art technology. Through its unique end-to-end understanding of set-top box software, ADB is able to design and supply highly efficient and optimized hardware platforms ahead of the competition.

Approximately 70% of ADB’s workforce is dedicated to engineering; developing products across all the digital television technology platforms including cable, Internet Protocol (IP), satellite and terrestrial.

ADB is headquartered in Geneva, Switzerland with its main Research and Development facility in Zielona Gora, Poland and Operations division in Taipei, Taiwan. ADB has local representation in Australia, Israel, Italy, Singapore, Spain, the Ukraine, the United States and the United Kingdom.

ADB is a member of the ADB Group of companies; ADB Group ([www.adbholdings.com](http://www.adbholdings.com)) is publicly listed on the Swiss Stock Exchange (SWX:ADBN).

#### **ADB. Defining Digital.**

#### **About SeaMobile Enterprises**

SeaMobile Enterprises is the dominant global service provider of at-sea communications, connectivity and content services. Our VSAT solutions are delivered by the industry leader, Maritime Telecommunications Network (MTN), a division of SeaMobile specializing in the maritime industry. Our global VSAT satellite communications network offers the reliability that only “Always On – Always Available” systems can provide. Over 350 vessels worldwide, including most cruise ships, the government and military, private yachts, ferries, the offshore energy industry, and commercial shipping customers depend on our voice and data networks to keep people connected anywhere in the world. Our premier services include remote access for Internet, fixed and mobile phones, fax, television, on-board newspapers, and direct payroll deposit.

For more information, visit [www.seamobile.com](http://www.seamobile.com).

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