

Advanced Digital Broadcast

Press Release



ADB to further support the tru2way development community at The Cable Show 2008.

Booth no. 841.

ADB SELECTED TO SUPPORT TO TRU2WAY DEVELOPERS AT THE CABLE SHOW 2008

17 May 2008 – Geneva, Switzerland and Chicago, USA: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of digital TV systems and software solutions for interactive television, announced today that it is supporting tru2way™ developers during the tru2way developer conference which kicks off *The Cable Show 2008*. ADB was invited to provide ADB-7822C set-top boxes as part of its sponsorship of the event to ensure that software and applications developers have access to the most powerful tools to enable production of advanced, OCAP™ applications for the drive to fully interactive tru2way, next generation cable networks in the US. The units are fully integrated with tru2way middleware from ADB Group's affiliates Vidiom (www.vidiom.tv) and Osmosys (www.osmosys.tv) to provide a complete end-to-end software development kit (SDK). The conference is to be held on 17 and 18 May at the Morial Convention Centre, 2nd Level, Rooms 253-254 and has been created in partnership between Vidiom and CableLabs®.

ADB has ensured strong and comprehensive support for applications developers for a number of years, supplying both standard (SD) and high definition (HD) products to enable the development community to author and test new, interactive applications to CableLabs® unique specifications. ADB's latest platform the ADB-7822C HD has been specifically designed with developers in mind, incorporating tru2way technology. The high-performance unit can be used for both application software testing and for end-to-end tru2way lab testing. The ADB-7822C HD is OpenCable™ Host 2.0 compliant, incorporates a Multi-Stream CableCARD™ Host 2.0 Interface and provides HD and SD support for MPEG-2, MPEG-4 (H.264) and SMPTE-421M (WM9-AP).

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“ADB realized from an early stage that the development community is vital in designing the applications that will enable the role out of the next generation, commercial tru2way cable products in the USA”, commented Vince Izzo, Vice President Sales and New Business Development, ADB Americas. “To this end the company has provided state-of-the-art platforms to support the development community, we feel that the Developer Conference at The Cable Show will be a great success and valuable source of information for tru2way developers, hence our need to actively participate in such an initiative”.

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For a demonstration ADB's developer support solutions at The Cable Show please contact Alistair Chatwin, Director of Technical Marketing (a.chatwin@adbglobal.com).

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About ADB

Advanced Digital Broadcast (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. The company 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 a ADB Group; ADB Group (www.adbholdings.com) is publicly listed on the Swiss Stock Exchange (SWX:ADBN).
Tru2way is a trademark of Cable Television Laboratories, Inc.

ADB. Defining Digital.

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