

Advanced Digital Broadcast

Press Release



ADB introduces its latest and fully tru2way certified cable set-top box at The Cable Show 2008.

Booth no. 841.

ADB INTRODUCES INNOVATIVE, TRU2WAY CERTIFIED PRODUCT FOR MSOS AT THE CABLE SHOW 2008

18 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 the introduction of its latest advanced, high definition (HD) cable set-top box (STB) for the US digital television market the ADB-4820C. The unique product has been specifically designed to operate with new flat panel television sets and has an innovative space saving design which mounts to the back of a TV. The ADB-4820C is the first STB solution to receive full tru2way™ certification and is now available for commercial deployment. The unit is fully integrated with OCAP™ software from Vidiom (www.vidiom.tv) and Osmosys (www.osmosys.tv) ensuring compatibility with the new generation of digital cable networks and features DOCSIS technology to enable a high level of interactivity to drive advanced services into and around the home.

“ADB is dedicated to innovation and this latest product is testament to our commitment to innovation within the digital cable television market”, commented Tim Schermerhorn, Senior Vice President and General Manager, ADB Americas Cable Business Unit. “The fully featured 4820C has been designed specifically to assist cable MSOs in the conversion to advanced tru2way networks, as more consumers take advantage of flat panel, HD television sets, the unit has been designed to provide innovative, space-saving storage. We believe that it will prove to be a hit with MSOs”.

ADB has been supporting the tru2way development community for a number of years with powerful platforms for the creation and testing of tru2way applications to OCAP™ as the US cable industry moves to more open, interactive networks. This new unit is ADB's first commercially available product and the unique and fully interactive STB is optimized for the next generation cable networks incorporating tru2way technology. The unit is amongst of the first to be fully tru2way certified and features a high-speed DOCSIS® return channel to support high-bandwidth two-way communications for Video on Demand (VoD), secure application download, and delivery of current and future advanced applications and services. The 4820C supports HD and SD reception for MPEG-2, MPEG-4 (H.264) and SMPTE-421M (WM9-AP).

For a personal demonstration of this industry defining technology at The Cable Show please contact Vince Izzo, Vice President Sales and Business Development (v.izzo@adbglobal.com).

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ADB. Defining Digital ■■■

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).

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