ADB DEFINES THE FUTURE OF DIGITAL TV AT IBC 2005


Visitors are invited to view advanced solutions for Digital Video Recording (DVR), Internet Protocol TV (IPTV), Advanced Video Coding (AVC) as well as High Definition TV. ADB’s products are integrated with the world’s leading conditional access and middleware technologies supplying the most appropriate solution for individual market needs.

This year’s highlight will be ADB’s single chip H.264 (MPEG-4 p.10), HDTV capable solution; recently short listed for “Best Customer Premise Technology” in the prestigious ‘Cable & Satellite Product of the Year Awards’ to be announced at IBC.

The unit is IPTV and MHP ready and has a Hard Disk Drive for DVR. ADB’s 7800W platform is based on the STi710x state-of-the-art processor from STMicroelectronics (www.st.com) and transforms a conventional television set into a leading-edge entertainment station. The set-top box includes a wealth of new and exciting services such as digital video recording (DVR) and access to on-line gaming, e-mail and t-commerce. Interactivity is supported by open standard Multimedia Home Platform (MHP) middleware from Osmosys (www.osmosys.tv).

“Our 7800W set-top box delivers a cost effective solution for broadcast and telecommunication operators wishing to maximise revenues through the provision of new value-added services”, comments Philippe Lambinet, CEO of ADB. “This new solution is the central point of an extensive range of products that will be shown at IBC including, for example, the 3100TW IPTV unit that we are shipping in significant volumes to Telefonica, Spain”.

To arrange a dedicated viewing of ADB’s stand, please contact d.kennedy@adbglobal.com.

Visit ADB at IBC: Stand 1.584

About ADB
Founded in 1995, Advanced Digital Broadcast (www.adbglobal.com) supplies a diverse range of high quality products and services to the digital broadcast and broadband markets world-wide. Since releasing its first unit in 1997 the company has deployed over 5 million set-top boxes across high-volume markets incorporating a wide range of middleware, conditional access and hardware configurations.

ADB, with headquarters in Switzerland, has facilities in Australia, Israel, Italy, Poland, Spain, Taiwan and the United States. The majority of ADB’s staff are development engineers, creating products that are universally recognized as the industry’s best, both for current and future generation technology.

ADB is a member of ADB Holdings (www.adbholdings.com), a company listed on the SWX Swiss exchange (SWX: ADBN).

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