

*ADB supplies world's first high definition, hybrid, single-chip, IPTV set-top boxes based on Advanced Video Coding to Telefónica, Spain.*

## **ADB DELIVERS WORLD'S FIRST HYBRID, SINGLE-CHIP, ADVANCED VIDEO CODING, HIGH DEFINITION IPTV SET-TOP BOXES TO TELEFÓNICA**

**11 September 2006 – Geneva, Switzerland:** Advanced Digital Broadcast ([www.adbglobal.com](http://www.adbglobal.com)), a leading supplier of technology to the global digital television industry, announced today that it has commenced manufacturing and subsequent delivery of its latest high definition (HD) IPTV set-top box (STB) to Telefónica, Spain. This is the world's first deployment of a hybrid, single-chip, high definition IPTV STB incorporating Advanced Video Coding (AVC) and is the first that is in the process of certification with Telefónica as being ready for launch on its network.

"ADB and Telefónica have successfully and closely collaborated on the field trials of the Imagenio high definition service during this summer's FIFA World Cup™. We would like to thank ADB for their great efforts to make this project a reality", emphasised Jose Antonio Castillo, Digital Home Product Line Manager of Telefónica, Spain. Mr Castillo added that, "ADB continues to be one of our key technology partners in the IPTV space. The availability of the ADB-3800TW high definition set-top box is allowing us to prove our network for the delivery of high definition television services, ensuring that we will once again be ahead of the competition in progressing the innovative services and technology that we offer our customers".

The ADB-3800TW is an advanced digital set-top box incorporating standard definition (SD) and high definition (HD) television reception based on MPEG-2 and H.264/MPEG-4 Advanced Video Coding (AVC). The unit enables operators to optimise their broadcast bandwidth, whilst presenting consumers with the highest quality in sound and vision. The product features a state-of-the-art, single-chip microprocessor, resulting in enhanced system performance and innovative feature-set, including fast channel decoding, HDMI™ interface and swift rendering of on-screen graphics and applications.

"ADB's core competence is being first-to-market with new technology and this world-first achievement is testament to our ability to maintain this position", highlighted Philippe Lambinet, CEO of ADB. "We believe that the provision of new technology is fundamentally important as we witness a growth in the deployment of new high definition based Pay-TV services. This coupled with an exponential growth in sales of HD Ready television sets, has facilitated consumers' desire for better quality television and services".

The ADB-3800TW is currently providing access to Imagenio HD services for a limited number of customers on the Telefónica network, including, for example, access to live HD coverage of this years' FIFA World Cup™.

**\*\*\*\*See the ADB-3800TW demonstrated LIVE at IBC2006, hall 1, stand 111\*\*\*\***

**Contact ([m.goodburn@adbglobal.com](mailto:m.goodburn@adbglobal.com)) for a full demonstration.**

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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 7 million set-top boxes, across high-volume markets, incorporating the industry's pioneering middleware, conditional access and hardware technologies.

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 Telefónica**

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation. Its activities are centered mainly on the fixed and mobile telephony businesses with broadband as the key tool for the development of both.

The company has a significant presence in 19 countries and a customer base that amounts more than 186 million accesses around the world. Telefonica has a strong presence in Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,921,130,397 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, Paris, Frankfurt, Tokyo, New York, Lima, Buenos Aires and São Paulo.