

*ADB's ADB-3800W set-top boxes featuring Minerva Networks' iTVManager software have been commercially deployed, enabling North Dakota Tel to deliver a full range of IPTV services to its customers.*

## **ADB DEPLOYS FIRST IPTV SET-TOP BOXES ON NORTH AMERICAN TELCO NETWORK**

**9 August 2007 – Geneva, Switzerland:** 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 rolled-out its first commercial deployment of the ADB-3800W, high-definition (HD) IPTV set-top box (STB) featuring Minerva Networks' iTVManager software. The units have been deployed on North Dakota Telephone Company's (NDTC) network and will enable the operator to launch a new portfolio of new IP based, revenue-generating television services to its subscribers using standard definition (SD) and high definition (HD) formats in both MPEG2 and MPEG4. The units have also been launched on over 30 Independent Operating Company (IOC) networks throughout North America.

"We are delighted to make such an announcement so shortly after receiving certification for the ADB-3800W", commented Philippe Lambinet, CEO of ADB. "We believe that this endorses our very competitive and state-of-the-art solution which telcos are eager to deploy to maximise revenues, through new IPTV centric applications, and to increase the efficiency of their networks through applications such as Advanced Video Encoding".

This exciting development marks ADB's first commercial IPTV deployment in North America and the company will further expand its product portfolio later this year with the launch of an IPTV Digital Video Recorder (DVR).

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"We have been waiting for availability of a fully-functional and certified MPEG-4/AVC set-top box for some time", commented Richard Ellison from NDTC. "We expected a standard definition unit at this point, so we consider the high definition/AVC capabilities of the ADB-3800W to be a huge bonus. The solution will ensure that our set-top boxes are future-proof and allow us to launch our service and upgrade to HD services without changing hardware. We have worked very closely with ADB to ensure that this deployment has run as smoothly as possible and are extremely pleased that they have met our delivery timescales".

ADB's distributor Border States Electric (BSE) is also highly delighted with the response to the availability of the ADB-3800W and sees this deployment as the first of many.

"BSE has serviced the independent telco market in the Midwest for over 15 years. We have been following the emerging US IPTV market for a couple of years and have been looking for innovative solutions for telcos wishing to expand into IPTV. We believe that the Minerva Networks certification and the NDTC deployment demonstrate that the telco sector has been waiting for such a versatile product, combining advanced video coding, high definition and standard definition, for some time", said John Elsbernd, Sales & Marketing Manager of BSE's DataComm Division. "This unit will allow telcos to evolve their business model and tap into the triple play market place - combining traditional voice based services with revenue-generating video applications. ADB's innovative products combined with BSE's logistics solutions are a winning partnership for telcos deploying IPTV services."

The ADB-3800W is an advanced digital set-top box incorporating standard definition (SD) and high definition (HD) television reception and is based on MPEG-2 and H.264/MPEG-4 Advanced Video Coding (AVC). The unit enables

operators to maximize their broadcast bandwidth, while presenting consumers with a high quality, feature-rich television experience. ADB's unique driver and operating software, coupled with an optimal memory configuration and state-of-the-art microprocessor, result in enhanced system performance, including fast channel decoding and swift rendering of applications such as the Electronic Programme Guide (EPG). The ADB-3800W platform is compatible with IPTV industry's leading conditional access (CA), digital rights management (DRM) and middleware solutions.

ADB3800W set-top boxes are immediately available for commercial deployment through Border States Electric ([www.borderstateselectric.com](http://www.borderstateselectric.com)), in Fargo, ND.

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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 8 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 performance-optimised 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 Border States**

Border States is one of the largest independent electrical distributors in the United States providing products and services to the construction, industrial, utility, and data communication industries. Border States is known for operational excellence and provides industry-leading materials management expertise and state-of-the-art delivery and logistics methods. Essential services Border States provides are:

- Supply Chain Management
- Logistics and Delivery Services
- Sourcing and Aggregation
- Information Technology
- Technical Services and Training
- Continuous Improvement Process

Active employees own 100 percent of the company under the Employee Stock Ownership Plan (ESOP). The employee-owned company has more than 1,000 employees and 43 branch operations in 11 states and Mexico. Border States is one of

the 100 largest private ESOP companies in America and one of the few ESOP companies headquartered in North Dakota.

Corporate headquarters are located in Fargo, North Dakota.

### **Border States...Get More from your Supply Chain**

#### **About North Dakota Telephone Company**

North Dakota Telephone Company is a technology progressive telecommunications company, expressed by the slogan "More Than a Telephone Company". NDTC maintains service to approximately 17,000 access lines in north central North Dakota. In addition to being known for dependable crystal clear telephone service for residence and business, NDTC prides itself in offering:

- Broadband Internet service
- Surveillance/security systems
- Web site designing and hosting
- Long distance provided by a locally-owned company

The most recent landmark for NDTC is launching television service delivered via IPTV. The advanced technology behind IPTV takes the digital signal a step farther than NDTC's competition. What it all boils down to is a crisp clear television signal that NDTC customers can depend on when they find the time, or make the time, to watch television.