



Advanced Digital Broadcast - Cable Congress 2007

Advanced Digital Broadcast a leader in the design, development and supply of high-quality products to the digital television market world-wide, will present an extensive portfolio of digital set top-boxes (STBs) designed specifically for cable operators at Cable Congress 2007, all of which are compatible with the industry's leading conditional access (CA) and middleware solutions:-

- The ADB-5800C is ADB's latest interactive solution. This single-chip unit is H.264/MPEG-4 Advanced Video Coding (AVC) based, allowing operators to optimise their broadcast bandwidth. Incorporating a High Definition Multimedia Interface™ (HDMI™), the unit fully supports high definition (HD) television transmissions and a choice of interactive middleware ensures that consumers have access to a wealth of interactive applications.
- ADB will also unveil its ADB-5810CX an advanced digital video recorder (DVR) for cable operators who wish to offer their customers a personalised television experience. This single-chip unit is H.264/MPEG-4 AVC based, allowing operators to optimise their broadcast bandwidth and incorporating a High Definition Multimedia Interface™ (HDMI™), fully supports high definition (HD) television transmissions the unit also incorporates ClariTV™, ADB's unique software technology. ClariTV™ incorporates a number of innovative technologies designed to enable consumers to receive HD resolution pictures from standard definition (SD) transmissions when using HD Ready television sets.
- ClariTV™ uses the unique combination of an advanced microprocessor and state-of-the-art software, developed by ADB, to clean the image and upscale it to HD resolution. ClariTV™ enhanced SD TV pictures are of the highest quality, ensuring that consumers get the best from their HD Ready TV technology today.
- ADB will also present its ADB-7200C series; a Digital Video Recorder (DVR) specifically designed for DOCSIS cable networks. The ADB-7200C has a fully integrated DOCSIS modem to enable operators to deliver high bandwidth services such as Video on Demand (VoD) to their customers.
- ADB will also introduce its interactive, entry-level unit the ADB-2110C. This unit is specifically designed to offer cable operators an economical migration path when converting existing analogue customers to digital. The product comes with a choice of interactive middleware to ensure that customers receive the full benefit of interactive applications available coupled with wider channel choice offered by a migration to digital services.

Visit ADB at stand number 26.

Contact

Denise Kennedy
(d.kennedy@adbglobal.com)
Tel: +41 797 874184

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www.adbglobal.com