

ADB to supply set-top boxes to T-Com Innovation GmbH for pilot of new Internet-based, interactive television concept – the interactive service will be demonstrated at IBC2007.

ADB TO SUPPLY T-COM INNOVATION GMBH FOR PILOT OF NEW INTERNET-BASED INTERACTIVE TV CONCEPT

3 September 2007 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of digital TV systems and software solutions for interactive television announced today that it had been selected by T-Com Innovation GmbH to supply its ADB-3810TW series set-top boxes for a new innovation project and consumer pilot of an Internet TV service.

The project is designed to pilot and test consumers' acceptance of a new interactive television concept based on Internet standards. The pilot will consist of a limited number of subscribers and has been designed specifically to test a number of new services distributed over the Internet to set-top boxes running HTML and Javascript™-based software. The units have also been integrated with Quative's, a Kudelski Group (SWX:KUD.VX) company, IPTV Service Delivery Platform (SDP) (www.quative.tv).

"With this Interactive TV pilot we are testing innovative service concepts based on ADB's 3810TW hybrid IPTV set-top box with a limited number of subscribers under real operating conditions," said Thomas Staneker, SVP of T-Com Innovation GmbH.

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ADB and T-Com Innovation GmbH will jointly demonstrate the concept at IBC2007. The demo will be available at ADB's stand in hall 5, no. 5.248.

The ADB-3810TW is an advanced hybrid, IPTV/Internet TV 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 fully integrated solution optimises hardware features such as a state-of-the-art microprocessor and HDMI™ interface, using ADB's unique Linux-based operating software, which results in enhanced system performance and includes fast channel decoding and swift rendering of on-screen graphics and applications. The unit includes innovative software features such as video conferencing, Internet radio and web browser, and a DVB-T front end for the reception of digital terrestrial services, to optimise operators' transmission costs and enhance the consumers' viewing portfolio.

"We are delighted to supply T-Com Innovation GmbH for their new interactive television pilot," commented Karl Tempest-Mitchell, Senior Vice President, Sales and Marketing. "We believe that the Internet offers many opportunities as a viable channel for delivering video and interactive television content and feel that this real-world pilot will test the concept with real customers in a real scenario."

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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 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 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.

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) is publicly listed on the Swiss Stock Exchange (SWX:ADBN).

ADB. Defining Digital.

About T-Com Innovation GmbH

T-Com Innovation GmbH is based in Berlin, Germany and promotes the implementation of innovative business models and product ideas.

One of the company's main projects is to conceptualize and implement a Web-on-TV product idea (working title: Dual Play Plus). It is intended to combine classic linear broadcast TV with the interactive, participatory nature of the World Wide Web. The synergy ensuing from this integration will help to create new TV formats revolutionizing television as we know it today.