

ADB to demonstrate expertise in OpenCable, high definition, advanced video coding and IPTV at this year's Cable Show.

ADB TO LAUNCH WORLD-LEADING SOLUTIONS FOR CABLE AND IPTV OPERATORS AT NCTA 2007

30 April 2007 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of digital TV systems and software solutions for interactive television announced today an extensive program for the NCTA Cable Show in Las Vegas, May 7-9 2007. The focus for this year's show will be a new line of set-top boxes (STBs) designed to OpenCable™ standards for cable television and IPTV operators, plus ADB's unique development solution for OCAP™ software/application developers.

ADB will introduce their latest cable set-top boxes designed specifically for compliance with CableLabs®, OpenCable, OCAP and CableCARD™ specifications. The company will showcase a number of advanced technology solutions including High Definition (HD) interactive STBs and digital video recorders (DVRs) based on OCAP and CableCARD designed specifically for US cable operators. The company will also present IPTV products featuring Advanced Video Coding (AVC) at High Definition (HD) and Standard Definition (SD) resolutions.

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As an enhancement to their highly successful 3200C-SD OCAP Developer's Kit, ADB will preview its next generation OCAP Development Platform. The ADB-7820C OCAP HD Developers Kit, launching early Q3 2007, is specifically designed for developing and or testing OCAP applications in the North American cable market including application/software for developers and cable operators.

Key products at this years' show include:

- **ADB-5820C:** A digital set-top box fully compliant with OpenCable™ specifications incorporating SD and HD AVC output. In order to illustrate the advanced capabilities of this new unit, ADB has teamed up with a number of third-party applications providers to show a suite of software features designed specifically to enhance the consumers' television viewing experience. A full demonstration will be available at the show including the Moxi HD Electronic Programme Guide, 'Panache' interactive advertising and Vidiom's HD News Ticker.
- **ADB- 5800S:** A hybrid DVBS-2 satellite and IPTV receiver designed for consumer and business TV markets.
- **ADB-5810WX:** An advanced SD and HD H.264/AVC IPTV DVR for service providers offering IP based TV services.

"We are very excited to demonstrate our new North American products at this years' NCTA Cable Show", commented Michael Hawkey, Regional President for ADB Americas. "With the introduction of CableCARD and in the not to distant future, Downloadable Conditional Access Systems (DCAS), ADB is well positioned to provide competitively priced, flexible and software rich products to the US cable industry ensuring that operators will be able to maximize revenues and reduce churn by leveraging both open-standards and delivery of innovative and branded OCAP based solutions to their subscribers".

Visit ADB at stand number 4683.

Please contact Henry Walton (h.walton@adbglobal.com) receive a

personal demonstration of ADB's technology at The Cable Show.

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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 performance-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.