

ADB announces the launch of its latest advanced digital cable set-top box to support OCAP development community in North America.

ADB SUPPORTS DRIVE TOWARDS OPEN NETWORKS THROUGH LAUNCH OF NEW HIGH DEFINITION AVC SOLUTION FOR OCAP™ DEVELOPERS

20 June 2007 – Geneva, Switzerland and SCTE, Orlando, USA: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of digital TV systems and software solutions for interactive television announced today the upcoming release of its latest solution for the OCAP development community featuring the ADB-7820C-DEV set-top box (STB). The ADB-7820C-DEV has been specifically designed to support cable multi-system operators (MSOs) looking to introduce high definition OCAP into their networks and OCAP developers writing software applications to the OCAP standard.

OCAP promises to dramatically increase MSOs capability to create and deploy an array of exciting new interactive services for consumers. OCAP establishes a common software platform or middleware that enables cable companies, network programmers, consumer electronics manufacturers and others to extend interactivity to television and many other devices. With the technology comes an array of new business and revenue opportunities. Another benefit of having a common middleware is the ability for third-application developers to create a wide range of applications that can now be deployed across the entire industry, not a single operator as with previous embedded systems.

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Building upon the highly successful and industry-leading ADB-3200C-DEV platform, the ADB-7820C-DEV is a fully OpenCable™ compliant DOCSIS/DSG STB with a Host 2.0 CableCARD™ interface. The ADB-7820C-DEV supports standard definition and high definition resolutions up to 1080i via MPEG-4 Advanced Video Coding (AVC). Launching early Q3 2007, the ADB-7820C-DEV is specifically designed to facilitate the development and testing of OCAP applications in a real-world environment enabling the uptake and roll-out of OCAP. The kit includes several software tools, a serial debug port, an Ethernet port and DOCSIS connectivity.

“We are very excited to introduce our next generation OCAP development kit designed specifically to ease the transition to a uniformed software platform,” commented Philippe Lambinet, CEO for ADB. “Our first generation, ADB-3200C-DEV is recognized for outstanding performance and flexibility and the ADB-7820C-DEV takes things to the next level with support of the CableLabs OpenCable/HOST2.0 CableCARD specifications. We believe that the transition to OCAP is essential in ensuring that Cable MSOs maintain a competitive advantage as additional competitive service provider become available and we believe that this new solution will help the market move towards this goal”.

Please contact Alistair Chatwin (a.chatwin@adbglobal.com) for further information on this new, advanced OCAP development solution.

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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.