

Advanced Digital Broadcast

Press Release



**ADB supplies
DVB-C digital video
recorder to 022
Télégenève SA for launch
of HDTV offering**

ADB DELIVERS HIGH DEFINITION DIGITAL VIDEO RECORDER TO TELEGENÈVE - NAXOO, SWITZERLAND

17 December 2008 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of technology to the global digital television industry, announced today that it has delivered the ADB-5810CX, high definition cable set-top box with digital video recorder to Télégenève for the launch of its new HDTV service in Geneva and Valais regions. The units will be marketed as the “DRIVEBOX HD” under the Télégenève brand known as naxoo (www.naxoo.ch).

“ADB has been working with Télégenève – naxoo since 2006 when we first shipped our 7100CX standard definition digital video recorder to them”, stated Jim Lomax, Executive Vice President Worldwide Sales & Marketing at ADB. “This new supply agreement further endorses our leading position in the industry and of our close collaboration with Télégenève – naxoo. We are extremely proud to be part of this new and exciting HDTV offering in Switzerland and are confident that naxoo’s customers will experience a rich and exciting TV event”.

The ADB-5810CX is an advanced, interactive digital video recorder optimised for digital cable networks. The product supports high quality recording and playback. The product includes state-of-the-art hardware features such as a single-chip microprocessor, dual tuner and time shift mode for pausing and resuming live TV. Osmosys (www.osmosys.tv) has integrated their MHP software solution with advanced applications such as the HD DVR navigator enabling time shift features provided in the box. ADB’s unique operating software ensures enhanced system and product performance including fast channel decoding and swift rendering of on-screen graphics and applications.

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“For naxoo, the arrival of high definition television with ADB as our partner represents a big step for us in the digital TV world”, comments Benjamin Weill, CMO of naxoo. “We have always paid extreme attention to the expectations of our customers and by choosing ADB alongside Osmosys as our supplier of HD digital video recorders we can offer them a feature-rich product so that they can make the most of their TV viewing experience. This new agreement is an important strategic step for our company in the move to High Definition Television”.

The CTO of naxoo, Phong Pham adds “We are extremely impressed by the prompt reply and the quality of work provided by ADB and Osmosys in such short a lead time. It was a fantastic challenge to take on board and they really over achieved our expectations by delivering on such a tight schedule.”

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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 11 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. The company 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.

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ADB is a member of ADB Group; ADB Group (www.adbholdings.com) is publicly listed on the Swiss Stock Exchange (SIX:ADBN).

ADB. Defining Digital.

About naxoo

The second largest cable operator in Switzerland, 022 Télégenève SA – naxoo is a Geneva based company founded 1996 to enable TV viewers to access rich content provided by cable television. Twenty years on Télégenève – naxoo delivers TV and radio channels to all subscribed homes in the Geneva region. In 2004 Télégenève launched the naxoo brand which now comprises more than 230 TV channels and more than 110 radio channels, all in digital format.

Through its partnership with Télédis and Sateldranse, naxoo also offers its digital TV services in the Valais region. Since March 2008, Télégenève – naxoo in collaboration with Cablecom offers a triple play service to subscribers based in the city of Geneva.

About Osmosys

Osmosys S.A. is a leading innovator in the development of open standards interactive TV solutions, with a comprehensive range of middleware, applications and systems that support the digital terrestrial, cable, satellite and IPTV networks. With over 5 million principle products deployed in over 20 counties, Osmosys is the undisputed leader in the development and deployment of MHP for both the cable and IPTV markets, as well as other GEM based initiatives including OCAP (the Open Cable TV standard in the

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US) and the BDJ Java engine for Blu-ray, the next generation high definition DVD disc format.

Based in Geneva, Switzerland, Osmosys also partners their technology with their sister company in the US, Vidiom Systems who is the leading provider of OCAP solutions to the US cable market. Thus, the reach of Osmosys is truly worldwide and its list of customers includes the most respected names in consumer electronics and well as key network operators across the globe... For more information, please visit www.osmosys.tv.