

Advanced Digital Broadcast

Press Release



ADB launches digital satellite set-top box for Tivù Sat



ADB TO LAUNCH SOLUTION FOR TIVU SAT IN ITALY

26 August 2009 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of technology to the global digital television industry, announced today the launch of an interactive digital satellite set-top box, the i-CAN1110SH designed for the Italian Tivù Sat (www.tivu.tv) offering. The product, marketed under the i-CAN™ brand, will be distributed in retail outlets throughout the country via ADB's distribution partner ZAP. This will be ADB's first satellite product deployed in Italy.

Tivù Sat is a free-to-air satellite service, and is jointly owned by the Italian broadcasters RAI, Mediaset and Telecom Italia Media. The objective of the joint venture is to reflect or the current digital terrestrial free channel offering over satellite (Hot Bird 13° East). Hence, households unable to receive DTT signals will obtain the same channels via satellite. The Tivù Sat service, which launched on July 31st last, has its own dedicated Tivù Sat digital set-top box which can be purchased in retail outlets. The service is also offering added-value services such as Electronic Programme Guide and MHP interactivity.

"This is a very exciting time for us at Tivù Sat and we are happy that ADB is part of this adventure", comments Alberto Sigismondi CEO at Tivù Sat. "The i-CAN brand is well known and trusted by Italian consumers, and therefore we are sure that this new satellite solution will be welcomed by the market. ADB's product will be amongst the first products on the shelves and comes with the Tivù Sat smart card so that viewers can receive content straight away".

The i-CAN1110SH is an interactive digital satellite set-top box and is delivered with two smart card slots. The product, with its attractive cosmetic design, offers high quality images. It supports interactive applications via its embedded MHP middleware and provides a parental control application together with HDMI™ connectivity among other features which will give consumers a comfortable and personal television experience. The installation is automatic, and the menus are easy to use and intuitive to ensure that consumers start enjoying their new Digital TV service immediately. The i-CAN1110SH also provides Tivù Sat's official, fully-fledged 7 day Electronic Program Guide. This provides the essential and up-to-date channel and programme information consumers need to fully enjoy the digital TV service.

The product delivers all of the above features with minimum energy consumption, a significant benefit both to the environment and the consumer's electricity spending. Not only is it certified compliant with the European Code of Conduct version 7, but ADB raises the bar further by making its product more efficient than the standards expected by 2013. The

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i-CAN1110SH provides sub-1W automatic passive stand-by mode, and sub-6W active stand-by. Under usage modes specified by the Code of Conduct, the i-CAN 1110SH is capable of providing its owner savings of around 18kWh per year.

“Tivù Sat is really a great initiative to ensure that all Italian citizens can benefit from receiving the free-to-air digital TV offering whether from terrestrial or satellite signals,” comments Jim Lomax, Executive VP Worldwide Sales. “ADB has been at the forefront of the Italian DTT market since it launched at the end of 2003. Over the years we have continued to show our commitment to this market, and are very happy to be able to now offer a new platform for this new digital satellite service”.

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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 13 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, Italy, Singapore, Spain, the Ukraine, the United States and the United Kingdom.

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

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About TIVU SAT

Tivù is a joint venture between Mediaset (48%), RAI (48%) and Telecom Italia Media (4%). The main focus of the joint venture is to be the entity that will drive the transition from the terrestrial analog broadcast system to the digital one. At this extent, Tivù will act as the “umbrella” brand for all the analog national and regional broadcasts that are currently migrating to the new digital terrestrial transmission (DTT) system. Tivù will also provide the satellite service called “Tivù Sat” that will allow users, living in the Italian territory that will not be covered by the DTT signal, to enjoy the DTT TV channels using a satellite set-top box.

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For further media information please contact:

Denise Kennedy
Marketing Communications
ADB
d.kennedy@adbglobal.com
Tel: +41 79 787 41 84

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