

Advanced Digital Broadcast

Press Release



i-CAN3810T-HD supports HDTV roll-out on Mediaset's successful Pay TV digital terrestrial platform

ADB AND MEDIASET PREMIUM SCORE WITH HD SET-TOP BOX IN ITALY

1st October 2009 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of technology to the global digital television industry, today announced the launch of its first high definition interactive digital terrestrial (DTT) set-top box for the Italian retail market that will allow Italian football fans to watch Serie A in high definition as well high definition programs broadcast in the switch-off areas. The i-CAN3810T-HD, marketed under the i-CAN™ brand and distributed in retail outlets throughout the country via ADB's distribution partner ZAP, will support the Mediaset Premium Pay TV service that is accessed by a pre-paid card or through Easypay, a flexible subscription solution. Mediaset has made significant investments in exclusive content, including Serie A and UEFA Champions League® football rights and original entertainment programming. The launch of the i-CAN 3810T-HD set top box will enable consumers to enjoy Mediaset's programs with the best TV viewing experience.

"Italian viewers have demonstrated their desire to see premium pay TV content on digital terrestrial TV, and it is natural that they should now want to watch these programs in high definition on their new flatscreen TV sets," comments Eugenio Pettazzi, Head of Digital Terrestrial Operations at Mediaset. "The i-CAN brand is recognized in Italy for delivering a first rate consumer TV experience: great picture quality, strong interactive features and ease of use. We are very pleased to have ADB and ZAP among our partners to ensure our customers have a choice of great HD set-top boxes to enjoy the Mediaset Premium service."

Francois Pogodalla, Chief Executive Officer at ADB comments: "Mediaset Premium is an extremely popular digital terrestrial Pay TV service. Italian football fans want the best viewing experience: high definition video and stadium atmosphere via home cinema sound and we are happy to offer this to them."

The i-CAN3810T-HD, "bollino" gold labelled, enables viewers to receive any FREE, PAY, HD MPEG4 AVC and SD MPEG-2 offering, broadcast over DTT in Italy. It supports the leading conditional access systems (Nagra, Irdeto, Conax), provides HDMI HD and Scart SD outputs and is compatible with home cinema systems. This product also includes an Ethernet port to support MHP interactive services over broadband and a USB connection that enables future functionality to be added. Auto install, over-the-air software downloads, Electronic Programme Guide, parental control and simple, intuitive menus make this product easy to use and ideal for distribution in the retail, self-install marketplace.

HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

ADB. Defining Digital ■■■

-ends-

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).

ADB. Defining Digital.

For further media information please contact:

Gay Bell/Lyndon Johnson
Platform PR for ADB
Tel: +44 (0)20 7486 4900
gay@platformpr.com/lyndon@platformpr.com