

# Advanced Digital Broadcast

## Press Release



***ADB supplies two hybrid HD interactive set-top solutions to Slovak Telekom for its Magio Sat offering***

### **ADB EMPOWERS SLOVAK TELEKOM TO PROVIDE HIGH DEFINITION DIGITAL SATELLITE TV**

**July 28<sup>th</sup> 2010 – Geneva, Switzerland: Advanced Digital Broadcast ([www.adbglobal.com](http://www.adbglobal.com))**, a leading supplier of technology to the global digital television industry, announced today that it has delivered two advanced hybrid high definition interactive digital satellite solutions to Slovak Telekom for the expansion of its Magio TV offering. Slovak Telekom has launched its digital satellite TV named Magio Sat several months ago.

“Our Company was the first to provide triple play services in Slovakia back in 2006. In ADB we have found a great partner right through the field trials to successfully widen Magio TV via satellite to our subscriber’s living room across the entire country”, says Ruediger J. Schulz, Chief Operating Officer Network and Information Technology at Slovak Telekom.

ADB’s open standards based solutions are delivered via the ADB-5810SX high definition digital video recorder and the ADB-3820S high definition set-top box. ADB’s high definition user interface makes it easy for subscribers to access Magio Sat extensive features, including program recording, pausing, rewinding, electronic program guide and the Magio Internet Portal. Both products are prepared for software functionalities to enrich the user experience such as access to personal media files and pause live TV via a USB stick. Capabilities for future interactive services such as Video-on-Demand are also already built-in.

François Pogodalla, CEO of Advanced Digital Broadcast, adds, “Slovak Telekom launched Magio TV back in 2006 and since then it is the benchmark for digital TV in the country. We are very proud to have been chosen as the preferred partner for Slovak Telekom in providing a truly enhanced satellite user experience to all homes in Slovakia”.

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## About SLOVAK TELEKOM

Slovak Telekom is the largest Slovak multimedia operator with many years of experience and responsible approach to doing business. The merger of Slovak Telekom, a. s., and T-Mobile Slovensko, a. s., gave rise to a universal operator offering residential and corporate clientele benefits of a comprehensive solution provided from a single source. The company constantly introduces international know-how, innovative solutions and cutting edge technological trends to the market.

Slovak Telekom offers a full-array of data and voice services via its brands T-Com and T-Mobile. The company owns and operates the fixed and mobile telecommunications network covering almost the entire territory of the Slovak Republic. In the field of the fixed network, the company systematically invests in the most advanced optical infrastructure, operates the Next Generation Network (NGN) and is the largest broadband provider in the country. As the first multimedia operator, it offers the digital TV Magio via fixed networks and satellite technology DVB-S2. In the field of mobile communication, it provides as the only operator internet connectivity via four technologies for high-speed data transmission - GPRS/EDGE, Wireless LAN (Wi-Fi), UMTS FDD/HSDPA/HSUPA and FLASH-OFDM.

The company is a member of the multinational Deutsche Telekom Group. Its majority shareholder is Deutsche Telekom AG with 51 % shares. The Slovak Republic represented by the Ministry of Economy of the Slovak Republic owns a 34 % share and the National Property Fund of the Slovak Republic 15 % shares.

## About ADB

Advanced Digital Broadcast (ADB) 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 15 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, India, Italy, Singapore, Spain, the Ukraine, the United States and the United Kingdom.

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

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