

Advanced Digital Broadcast

Press Release



Civolution's VTrack watermarking in ADB's set-top boxes helps protect content delivered to the home.

ADB INTEGRATES CIVOLUTION WATERMARKING TECHNOLOGY

August 24th 2009 – Geneva, Switzerland: Advanced Digital Broadcast (www.adbglobal.com), a leading supplier of technology to the global digital television industry, announced today that it is adding watermarking capabilities to its TV convergence solutions portfolio. ADB has integrated Civolution's VTrack watermarking technology (www.civolution.com) into its digital TV set-top boxes, thus providing operators with further means of protecting content.

"The integration of VTrack in ADB's set-top boxes shows VTrack's flexibility in integrating with different platforms ranging from cable, satellite, terrestrial to IPTV. VTrack is a robust and easy to integrate solution," said Alex Terpstra, CEO of Civolution. "Now with the increased availability of high definition and early release content, the (camera) capture and distribution of high quality content copies is a new threat requiring fast, efficient and cost-effective solutions," concluded Terpstra.

Using Civolution's VTrack solution, ADB's set-top boxes are embedding a unique watermark into video material each time an on-demand program is distributed, enabling content owners to identify the source of any potential copies. The VTrack watermark will survive camcorder-capture and subsequent degradation of the content through internet usage.

"ADB is proud to be one of the first set-top box companies to integrate such a solution onto its products," comments Francois Pogodalla, CEO of ADB. "Considering the development of home networking, which enables content to flow freely between multiple consumer devices, ADB believes that the industry will welcome our efforts to offer an extra layer of content protection, in addition to today's conditional access solutions."

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.

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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.

About Civolution

Civolution is a leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online. Through its service portfolio Civolution offers broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS . For more information visit: www.civolution.com

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