



**ADB, Softel-USA And Vidiom Partner To Offer Highly  
Affordable Integrated iTV Creation Environment For OCAP™  
Content For Under \$35,000**

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**Norwalk, CT — May 2<sup>nd</sup>, 2007** — Advanced Digital Broadcast, Softel-USA and Vidiom Systems, Inc. announce today the availability of a tightly-integrated bundle for the creation of OCAP™ based interactive applications.

The bundle pulls together ADB's ADB-7820C high-definition OpenCable™ set-top box, Softel-USA's MediaSphere™ Desktop headend simulator & carousel system, and Vidiom's Vision Workbench™ application development environment. Priced under US\$35,000, the bundle is available as a turnkey package from all three companies and will allow any developer to create an application in the Vision WorkBench environment and immediately review its behavior on a real-world set-top box via playout from a reference-class MediaSphere carousel, as used by operators and networks worldwide.

Softel-USA president, Ed Humphrey commented "We are witnessing a hunger for more iTV content and so a key goal of the joint initiative was to create a package which is highly useful to the creative community, but which allows access to otherwise unreachable technology by extending an extremely aggressive price."

Timothy Wahlers, President and CEO of Vidiom remarked, "We have found Softel to be an excellent partner to work with and the packaging of MediaSphere Desktop, Vidiom developer solutions, and ADB set-tops should be a hit with the application developer community."

"We are very excited to be working with Vidiom and Softel on a highly advanced OCAP development platform", commented Michael Hawkey, Regional President for ADB Americas. "With the trio of Vision Workbench, MediaSphere Desktop headend & carousel, and ADB's high definition set-top box, developers can accelerate the creation and rollout of OCAP applications to the growing OpenCable MSO market place".

The system will be showcased at the JavaOne conference taking place at San Francisco's Moscone Center from 8<sup>th</sup> to 11<sup>th</sup> May and at The Cable Show taking place May 7<sup>th</sup> to 9<sup>th</sup> at the Mandalay Bay Hotel and Casino in Las Vegas.



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**About Advanced Digital Broadcast**

Advanced Digital Broadcast ([www.adbglobal.com](http://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 8 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 performance-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.

ADB 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.

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

*ADB. Defining Digital.*

**About Softel-USA, LLC**

Softel-USA offers an innovative range of technology for the iTV world including powerful DSM-CC object carousels and other tools key to a successful iTV playout facility. The MediaSphere™ Family is designed to be extremely flexible and seamlessly integrated. MediaSphere TX, MediaSphere Lab and MediaSphere Desktop carousels handle both static and dynamic content and are capable of outputting OCAP, ETV, MHP, and MHEG applications, as well as carrying other proprietary streams. Softel-USA's web-based configuration and administration tools facilitate multi-region iTV roll-out and operation. The MediaSphere Alliance Program™ ensures the system is pre-integrated with best-of-breed technology including: ADB, Ensequence, emuse, Digisoft, Osmosys, SysMedia, Two Way TV and Vidiom. Softel-USA products are deployed in leading entertainment companies such as Canadian Broadcasting Company (CBC), CBS, Charter Communications, Comcast, ESPN, GSN, Starz-Encore Group, Technicolor, Time Warner Cable and Turner Entertainment Networks. The company also provides strategic consulting and professional services. Softel-USA is wholly owned by the Softel Group. For more information about Softel-USA, please visit [www.softel-usa.com](http://www.softel-usa.com). For more information about the Softel Group, please visit [www.softelgroup.com](http://www.softelgroup.com).

*Powering Television Beyond the Video™*

**About Vidiom Systems**

Vidiom Systems, Inc. ([www.vidiom.com](http://www.vidiom.com)) is a leading provider of standards-based iTV platforms, applications, and professional services to network operators, content providers, and CE manufacturers. Our expertise includes software design and engineering, application development, network migration, integration and deployment, testing, technical writing, and technical training. Founded in 1997, Vidiom Systems is headquartered in Broomfield, Colorado, and has additional engineering offices in



Portland, Oregon, and Des Moines, Iowa. Vidiom Systems is a member of the ADB Group of companies ([www.adbholdings.com](http://www.adbholdings.com)).

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OpenCable is a trademark of Cable Television Laboratories, Inc.

**Softel-USA Press Relations Contact:**

Ron Wiles  
Senior Director, iTV Sales and Marketing  
Tel: (303) 410-4219  
E-mail: [pr@softel-usa.com](mailto:pr@softel-usa.com)

**ADB Contact:**

Henry Walton  
Vice President, Cable Business Development  
Tel: (312) 795-9726  
E-mail: [h.walton@adbglobal.com](mailto:h.walton@adbglobal.com)

**Vidiom Systems Contact:**

Michael D. Malcy  
10901 W. 120<sup>th</sup> Ave, Suite 230  
Broomfield, CO 80021  
303-604-0800, x136  
E-mail: [mmalcy@vidiom.com](mailto:mmalcy@vidiom.com)