

ADB announces supplying next generation gateway to leading integrated provider in Italy: Optima Italia SpA

July 18, 2017 – Geneva, Switzerland: [ADB](#), a leading provider of hardware and software solutions for broadband announces its commercial relationship with [Optima Italia SpA](#), the leading integrated telecommunication, light and gas service provider in Italy. ADB is proud to supply to Optima its next generation gateway for the commercial offering "TUTTO-IN-UNO", residential and, small and medium businesses (SMB).

This strategic cooperation with Optima started in July 2016 with ADB activities in this segment beginning many years earlier. ADB used its broad experience on broadband residential and SMB markets to create a complete product portfolio tailored for the specific market. Thanks to this cooperation, ADB confirms its leadership in broadband access for Residential and SMB markets.

Marco Storto, ADB Product Management Director commented "Optima and ADB share the same vision on how to address the evolving requirements of broadband and SMB specific applications. Our common goal is to create innovative solutions that provide users with cost effective and advanced functionalities"

"Optima is really pleased to use the ADB innovative integrated gateway product. It provides customers with cutting edge technology and benefits, a VDSL broadband service with multi-line voice service and with a High performance embedded software" said Antonio Zullo, Head of Public Affairs & Regulatory of Optima Italia SpA.

About Optima

Optima was founded in 1999 with the aim of optimizing the provision of telephone services for the B2B market. Over the years Optima has diversified its offerings by adding the supply of electricity, gas, and most recently mobile to the bundle. It has also spread - since 2013 - to the B2C market.

Today Optima is a reality in full development, solid, dynamic and characterized by a steady growth in employment and turnover with over 200,000 customers in households and companies. The strong point is in its team of over 300 young professionals built with a constant search for talented young people with the desire to emerge and prove their worth. The success and the experience gained in recent years have led the press to define Optima as the 'Google of Southern Italy'.

About ADB

ADB provides advanced innovative solutions for personal TV, business TV, broadband and for Internet of Things (IOT). The dynamically evolving "Connected Age" is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services, which ADB solutions address.

The company has extensive proven expertise and 20 years of award-winning industry firsts, enabling operators to build successful businesses and deliver the connected experiences consumers demand. ADB empowers some of the world's leading content distributors, pay TV and broadband operators including A1 Telekom Austria, Border States Electric, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Telenor, Time Warner and Vodafone.

ADB has a dedicated team of over 550 people, including a 400-strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com