

# Metrological Offers Application Platform for Midsize Operators

*Company to demo Metrological Application Platform at NCTC Independent Show*

**Rotterdam, Netherlands – July 10, 2015** – Metrological today announced its participation at the National Cable Television Cooperative's (NCTC) [Independent Show](#), July 19-22 in Boston, Mass. Metrological will demonstrate its Application Platform featuring app lifecycle support and a library of more than 250 curated apps, enabling midsize operators to launch branded App Stores on any device without disrupting existing user interfaces or middleware platforms.

Metrological will highlight its Application Platform, including:

- **App Store:** digital distribution platform enabling midsize operators to launch a device independent, operator branded TV app store to STBs and other connected devices. Metrological offers over 250 apps ready for publication and an open SDK so operators benefit from an end-to-end, device and software agnostic, app store solution.
- **Real Time App Dashboard:** delivers real-time insights on operations and app usage, so that operators can refine strategies for providing highly targeted and contextual content and monetize opportunities for app content more effectively.
- **App Manager:** enables operators to manage, in real time, app store content and their TV App Store UI in an easy and intuitive way.

## **About Metrological**

Metrological brings apps to TV, delivering a complete product suite that enables pay-TV operators to launch, manage and monetize their own branded TV and multi-screen app store and unified user experience across devices. The company also helps content providers reach more than 20 million households with a single app. Metrological's cloud-based, device and software agnostic products enable operators to increase ARPU, reduce churn and enhance the viewer experience across all device platforms. The company's customer base consists of tier one cable and telecommunications companies, content providers and app developers. Metrological is headquartered in The Netherlands and is a proud supplier of Liberty Global. For more information please visit [www.metrological.com](http://www.metrological.com)

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## **Press Contact:**

### **JLM Partners for Metrological**

Stacy Mitchell

206-381-3600

[stacy@jlmpartners.com](mailto:stacy@jlmpartners.com)