

Metrological Delivers Full Lifecycle Support for Multi-Screen Apps at ANGACOM 2015

Company's CEO joins ANGA panel to discuss technology foundation and benefits of RDK

Rotterdam, Netherlands – May 14, 2015 – Metrological today announced its upcoming demonstrations at [ANGACOM](#), June 9-11 in Cologne, Germany (booth H21 Hall 10.2). Metrological will highlight its device and software agnostic Application Platform, which provides full lifecycle support for operator App Stores and content provider apps on any screen with access to business intelligence data.

ANGA Panel

Jeroen Ghijsen, Co-Founder and CEO of Metrological, will join executives from Liberty Global, RDK Management LLC, ARRIS and S3 Group on the technology session, *RDK – Technical Implications and Opportunities* on Wednesday, June 10 at 1:15 p.m. CEST.

Specifically, Metrological will highlight the following capabilities of its Application Platform:

- **App Store:** digital distribution platform that enables 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.
- **Contextual App Experiences:** merges live TV and OTT content, enabling operators to present a unified app experience that merges all content in one screen. For example, while watching sports or a wildlife movie, contextual apps can display related content - perhaps real-time scores or animal clips - integrating that content with the live TV experience.
- **Social Media Integration and Mobile Pairing:** enables viewers to link TV viewing to their mobile devices. Viewers can connect through social media, interact, vote, play, use their mobile phone as a TV remote or game control and instantly swipe pictures and videos from their mobile phone to the TV screen.
- **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. The App Manager also includes user management and publishing functionality.
- **App Developer and RDK Emulator Workflow:** highlights the step-by-step process for developers to develop, publish and test apps on RDK-based devices.

Metrological was recently honored with a Cable Europe Innovation Award for its roles in bringing OTT apps to legacy set-top boxes for UPC Hungary.

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

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