Tata Elxsi to showcase latest innovations and solutions in Broadcast, Communications, IoT and Artificial Intelligence at BroadcastAsia/ CommunicAsia 2016, Singapore

Bangalore/Singapore, May 25, 2016: Tata Elxsi, a global design and technology service leader in the Broadcast industry, today announced its participation in BroadcastAsia/ CommunicAsia 2016, where it will be showcasing its latest innovations and solutions in Broadcast, Communications, IoT and Artificial Intelligence.

Our solutions not only address the key challenges faced by the industry today but are also future-ready positioning us in the forefront of transforming the MSO and Broadcast businesses. These include Globally Deployable RDK Suite – Prime, FalconEye Test Automation and QoE Monitoring, Artificial Intelligence and Big Data Analytics, DevOps, Internet of Things Platform and Connected TV and Multiscreen Application. We work with the Top 5 MSOs, STBs/ Gateway vendors globally, establishing our leadership in this domain.

Mr. Nitin Pai, Senior Vice President – Strategy & Marketing, Tata Elxsi further elaborates, *"The telecom and broadcast sector are undergoing significant transformation, especially with phenomenal digital adoption. While the services on broadcast are increasingly adopting OTT video delivery and using big-data analytics to provide an enhanced, all-pervasive consumer experience, the telecoms are undergoing a larger change with the advent of SDN/NFV, virtual CPEs, Artificial Intelligence based prediction and automations and 5G wireless. There is a huge demand to create newer platforms and services on the intersections of these technologies for applications like SmartCities, Industry 4.0 and IoT. The emergence of such new intersections across vertical market segments creates interesting possibilities for new business models. ComminicAsia/ BroadcastAsia is a great platform to share key trends, innovations, solutions and experiences from Tata Elxsi."*

Tata Elxsi's showcase at BroadcastAsia/ CommunicAsia (**Booth 1 H3-07)** will include solutions across the following categories:

➢ **Develop, Test & Deploy:** We work with leading operators across the world, helping them strategize next generation quad-play services - right from planning, development, testing to integration and

deployment support. This includes next generation IMS/ DOCSIS implementations and new services around IoT, Smart Home, Healthcare, etc.

➢ **Launch, Analyse & Monetise:** We provide a unified OTT platform to launch your content services across platforms with integrated 24x7 monitoring QoS/QoE support and content analytics. This allows delivery of enhanced consumer experiences and effectively monetises content.

➢ **Transforming to Agile Networks:** We have been solving problems for operators and OEMs globally for next generation network solutions with SDN/NFV and vCPE development and deployments. These include industry's first implementation of holistic software defined networking architecture – with secure communications for Healthcare and a pioneering validation solution for end-to-end validation of a leading MSO's NFV architecture.

About Tata Elxsi:

Tata Elxsi is a leading global design and technology services company and part of the $100B Tata group. Tata Elxsi helps customers to develop & deploy innovative services and applications that drive new revenue streams, deliver greater operational efficiency, and improve customer experience and service quality through quality assurance and test automation.

Tata Elxsi brings unparalleled product/ service development and deployment support experience with leading MSOs and Broadcasters across North America, Europe, LATAM, Africa and APAC, backed by over 25 years of engineering experience and a global delivery presence.

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