

MyBox, a Hero Electronix venture, is one of India's leading STB manufacturer with presence across the country and catering to multiple operators in both Cable and DTH segments. MyBox was launched with the vision of becoming India's leading digital electronics brand and offers products in the STB, new-age Media Devices and IoT space. MyBox has continued to push the boundaries of innovation and is one of the select few players globally and first in India to bring innovations such as Voice controlled Smart set-top boxes to the market. It has been successfully supplying digital STBs to various major cable and satellite operators across India and has reached to more than 25 million people. Mybox achieved major breakthroughs by introducing innovative technology in the Set-Top Box and IoT space. Key achievements and products of Mybox are given below:

**Satellite & Cable Set-top box:** Mybox has a range of set-top boxes with variety of features to suit individual needs of the customers.

**Alexa built-in Set Top Box:** Alexa is a virtual voice assistant developed by Amazon. Using Alexa range of devices one can access more than 80,000 Global Alexa skills. Mybox has integrated Alexa services into its set-top boxes. An Alexa-enabled set-top box can be voice controlled using the Mybox Alexa kit.

**Google Certified Android TV Box:** Mybox is Google TADA licensee. As TADA licensee, Mybox can develop Google certified Android TV (ATV) devices and has developed two such devices viz. A pure ATV Box and a Hybrid Box. Pure Android TV Box plays OTT apps content, games and other interactive applications available on Google Playstore. Hybrid ATV boxes are operator tier devices customized as per the requirement of the operator and plays both OTT and TV channel content.

**Alexa System Integrator for Video Platforms and IoT Applications:** Amazon announced Mybox as official Alexa System Integrator (SI) for video platforms and IoT applications. As an SI, Mybox can integrate Alexa services into Set-top boxes, video platforms and IoT devices for any entity that wishes to do so across the globe.

**Myconnect Middleware:** Mybox has developed a middleware called Myconnect for Operators. Myconnect is a feature packed middleware that has AMS (Audience Management System) for Operators to gauge viewership, provide e-commerce platform, do Ads Management and many more. It provides alternate sources of revenue for operators.