

IBC 2026: Amlogic x Deutsche Telekom Elevate Global STB Experiences with Edge AI & Unified Cross-Region Solutions

AMSTERDAM , NETHERLANDS, September 14, 2026 /EINPresswire.com/ -- As pay-TV and broadband services continue to evolve, traditional set-top boxes (STBs) are no longer limited to simple video playback. Powered by edge AI and standardized hardware-software architectures, modern operator-grade STBs are transforming into intelligent, unified home entertainment and smart home hubs — and Amlogic's long-standing collaboration with Deutsche Telekom is leading this industry transformation, showcased live at IBC 2026.

At this year's flagship media and tech exhibition, Amlogic and Deutsche Telekom jointly demonstrate two core breakthroughs from their in-depth partnership: mature, commercial-ready on-device AI integration for mainstream STB devices, and a fully harmonized cross-region hardware and software solution stack tailored for Deutsche Telekom's global market deployment.

Bringing Practical Edge AI to Mass-Market Operator STBs

Driven by Amlogic's SoC portfolio with built-in high-efficiency NPU capabilities, today's generation of Deutsche Telekom STBs breaks the limitations of cloud-dependent smart functions. Instead of relying on remote server computing, all core AI workloads run locally on end devices, enabling low-latency, high-privacy, and highly stable intelligent home entertainment experiences.

The integrated edge-AI features cover natural and responsive voice interaction, intelligent AI content enhancement, personalized content recommendation, and lightweight smart home device coordination. By shifting AI computing from the cloud to the device edge, the solution effectively reduces operator bandwidth consumption, eliminates network latency issues, and better protects user data privacy — bringing tangible user experience upgrades and operational value for global service providers.

Unified Cross-Region STB Stack Resolves Global Deployment Pain Points

For multinational telecom operators, fragmented regional STB hardware designs and customized software builds have long created huge operational challenges, including repeated certification costs, complicated OTA upgrades, inconsistent user experiences, and cumbersome fleet lifecycle management.

Amlogic's tailored solution for Deutsche Telekom fundamentally solves this industry pain point. The two parties have co-developed a standardized, unified hardware and software baseline that can be deployed holistically across different regional markets. This unified architecture replaces scattered, region-specific device variants, greatly simplifying mass production, global certification, software iteration, and large-scale device operation and maintenance.

More importantly, the unified solution lays a consistent foundation for continuous AI feature iteration. Deutsche Telekom can roll out new edge-AI entertainment and smart home functions across its global subscriber base in a unified manner, ensuring consistent premium user experiences and accelerating the commercialization of next-generation smart home services.

Partner Insight: Empowering Global Operators with Scalable Edge-AI STB Ecosystem

"Our focus is on creating simple and consistent experiences for customers across our European markets. Working with technology partners such as Amlogic helps us explore how capabilities like edge AI and more harmonized device platforms can contribute to that ambition, while keeping the flexibility to work across a broader technology ecosystem," said Daniel Bravo Ruiz, VP TV & Entertainment Products at Deutsche Telekom.

"Edge AI and standardized global deployment architectures are reshaping the value of operator set-top boxes," said Ashley Reid, VP & Head of Sales EMEA at Amlogic. "Our deep collaboration with Deutsche Telekom focuses on two core directions: embedding practical, user-centric edge-AI capabilities into mass-market STBs, and building a scalable, unified solution stack to eliminate cross-regional deployment fragmentation. This partnership proves how Amlogic's silicon and ecosystem capabilities help global operators reduce operational complexity, differentiate end-user services, and unlock new smart home business opportunities."

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