

PRESS RELEASE

Nagravision selected by Swisscom Broadcast for the delivery of a complete Digital TV platform in Switzerland

Bern, Cheseaux, Switzerland, March 12th, 2004 - Swisscom Broadcast Ltd and Nagravision SA, the digital TV and broadband Internet division of the Kudelski Group, have signed an agreement for the development and integration of a new digital TV platform in Switzerland. Nagravision will act as the general contractor for the integration and deployment of the platform, which consists of Conditional Access System (CAS), Subscriber Management System (SMS), head end, Set-Top Boxes (STB) and an enhanced Electronic Program Guide (EPG).

In order to meet the requirements of Swisscom Broadcast, the new Nagravision Aladin conditional access system will be installed. Aladin provides a future proof path for the planned extensions of the Swisscom Broadcast digital TV platform. As Swisscom Broadcast provides digital packages offering to a number of different cable operators, a true multi operator subscriber management system was required. Nagravision will provide this subscriber management system as an evolution of the proven Nagravision SMS already deployed by many operators worldwide.

"After careful review, we are convinced that Nagravision is the best solution provider to support Swisscom Broadcast Ltd to setup our complete digital TV platform", said Mr. Giovanni Conti, CEO of Swisscom Broadcast Ltd. "We required a partner that could provide a turnkey solution. Nagravision's experience and expertise will insure that we can meet our challenging target to deliver the platform up and running by the 1st of April 2004. We have no doubt that Nagravision's technology will provide the needed security to protect our premium quality content".

"Swisscom is an important, strategic partner for Nagravision. We will provide our latest technology and expertise to ensure that Swisscom Broadcast can offer its premium services on time to their customers", said Pierre Roy, COO of Nagravision SA. "The technology selected by Swisscom will ensure the delivery of a secure, flexible and powerful digital TV platform. This project further strengthens our position in the market and demonstrates once again that Nagravision can provide state-of-the-art CA solutions and full end to end system integration".

About Swisscom Broadcast Ltd

Swisscom Broadcast belongs to the Swisscom Group of companies and is Switzerland's leading provider of wireless transmission infrastructure. The company's primary focus is to provide telecoms, broadcasters and security agencies with value added transmission services. Swisscom Broadcast provides transmission to more than 500 locations across

Switzerland, and continually updates and regulates its infrastructure to enable its clients to integrate new technology and services without delay.

About Nagravision

Nagravision is the world's leading independent provider of open conditional access, advanced management tools and integrated solutions for cable, satellite, terrestrial and MMDS, FTTH and xDSL operators. These advanced solutions provide digital TV and content providers with the tools to operate and manage a wide range of pay TV offerings including pay-per-view, on-demand and interactive applications on multiple digital platforms. Nagravision digital and analog conditional access technologies are currently being utilized by more than 120 leading operators worldwide representing over 35 million digital and analog subscribers.

Nagravision is a division of the Switzerland-based Kudelski Group and has offices in the United States, Singapore, Shanghai, India, Brazil, Spain, the UK and Switzerland. The Kudelski Group (SWX "KUD") is part of the Swiss Market Index, which includes the top 26 blue chip companies in Switzerland. Kudelski stock is also listed on the Morgan Stanley Capital International Index. For more information, visit www.nagra.com

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