



Press Release

SmarDTV SmarCAM-3.5 CI Plus modules enable Croatian Telecom satellite pay-TV services

Cheseaux, Switzerland – 16 December, 2013 – SmarDTV, a Kudelski Group (SIX:KUD.S) company, today announced that Croatian Telecom Inc., the leading provider of telecommunications services in Croatia, 51% owned by Deutsche Telekom AG, has deployed its latest generation of conditional access modules (CAM) in its network in Croatia.

SmarDTV's SmarCAM-3.5 CI Plus modules embed the latest generation of the NAGRA conditional access system, ensuring the highest quality protection for all satellite channels of Croatian Telecom. Thanks to the SmarCAM-3.5 module, these channels are directly accessible on integrated Digital Televisions (iDTVs) with the original TV remote control. SCART or HDMI cables or power leads are no longer required. In addition, the channels are accessible on set-top boxes.

“Since the very beginning of MAXtv Sat service we have been providing customers with the top of the line of service quality. Successful collaboration with SmarDTV and introduction of the new CI Plus CAM will ensure our content remains well protected and easily accessible on different retail devices. These new modules provide our subscribers with an attractive solution that can be used with iDTVs equipped with satellite tuners which are becoming more and more popular in Croatia,” said Željko Stunković, Senior Proposition Manager of Croatian Telecom Inc.

“The SmarCAM-3.5 CI Plus module is a great plug-in solution that enables consumers to enjoy premium channels directly on their iDTVs without an external set-top box. These modules are very power-efficient, for a lower environmental impact,” said Eric Chaubert, CEO of SmarDTV.

About Croatian Telecom Inc.

Croatian Telecom is the leading provider of telecommunications services in Croatia, offering fixed and mobile telephony services, as well as wholesale, Internet, IPTV, data and ICT services. Croatian Telecom is the leader in the implementation of advanced technologies in Croatia and beyond its borders. It was the first company within the DT Group to offer to its customers, in 2006, the IPTV service called MAXtv, which is according to Informa report one of the three most successful services of this type in the world. In 2010 MAXtv became available across the entire territory of the Republic of Croatia via satellite (MAXtv Sat). In 2012 was the first company to launch the 4G network in Croatia. At the end of 2012, Croatian Telecom presented TeraStream, the network of the future which raises access network speeds by around 50 times the current rate, providing users with the speed of 1 Gbit/s. Croatian Telecom was the first company within the Deutsche Telekom Group to implement this innovative network technology which is essential for future development and competitive edge of the economy.

About SmarDTV

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures a large range of set-top box solutions and CI / CI Plus plug-in modules which enable access to premium digital pay-tv whether delivered through broadcast or broadband IP. A founding member of [CI Plus Forum](#), SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, USA, China, and Singapore. Please visit www.smartv.com for more information.

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Note to the editors

SmarCAM is a module relying on the DVB Common Interface (DVB-CI) and CI Plus standards, which plugs directly in the digital TV to decrypt premium pay-tv content. It's a non-intrusive solution, very simple to install as it does not require any new wires and is invisible once setup. It is operated directly from the TV set's remote control to maximize the ease of use, no additional remote control is required. These modules are very power-efficient, for a lower environmental impact.

CI Plus is a technical specification that adds additional security and features to the proven DVB Common Interface Standard that will allow CI Plus compatible consumer electronic devices, such as integrated Digital Televisions and Set-Top Boxes, to access a wide range of pay-tv services via plug-in CI Plus Modules wherever the CI Plus technology is supported by the local pay-tv Provider. More information on CI Plus (specification, implementation guideline, license agreement) is available at www.ci-plus.com.