

Press release

NAGRA INTEGRATES GRACENOTE EYEQ INTO SMART TV APP FOR DEMONSTRATION AT IBC

- **NAGRA integrates Gracenote eyeQ™ TV listings, search and recommendation capabilities into multiscreen solution for demonstration at the IBC conference in Amsterdam**
- **Integrated solution enables innovative, rich and high-quality user experiences across TV, set-top boxes, smartphones and tablets**
- **Features on display at IBC 2011 at NAGRA Booth 1.C81**

AMSTERDAM, The Netherlands - September 9, 2011 – NAGRA, a Kudelski Group (SIX:KUD.S) company, the world's leading independent provider of content protection and multiscreen television solutions, and Gracenote® have aligned to bring advanced guide, search and recommendation services to multiscreen television, enabling pay-TV service providers to deliver much richer user experiences to consumers. NAGRA's multiscreen television solution enhanced with Gracenote eyeQ™ will be on display at the IBC Exhibition and Conference, September 9-13 in Amsterdam, NAGRA booth 1.C81.

“By integrating Gracenote eyeQ into our multiscreen solution, we can provide high quality recommendations that allow service providers to substantially enrich the viewing experience and the way their consumers engage with content,” said Ivan Verbesselt, SVP Marketing at NAGRA. “This also perfectly illustrates the flexibility of the NAGRA Federated Headend to integrate new services and extend its capabilities with solutions like Gracenote eyeQ. We're looking forward to showcasing these advanced capabilities at IBC.”

“Tablets and smart phones offer a perfect platform to extend the Smart TV experience, and create a deeper, more personal connection with viewers,” said Vadim Brenner, Vice President of Product Management at Gracenote. “Our collaboration with NAGRA puts the power of the Smart TV in the hands of viewers, letting them browse TV schedules, explore movies and TV shows, and discover new programs without interrupting the main screen.”

The NAGRA IBC demonstration combines Gracenote eyeQ on-demand and linear television capabilities for a service provider oriented solution. Integrated with NAGRA's latest OpenTV middleware and combined with NAGRA's best-of-breed multiscreen television solutions, these advanced features enable rich meta-data search and recommendation services across televisions, set-top boxes, smartphones and tablets, allowing viewers to instantly connect with movies, music and TV wherever they may be.

About NAGRA

NAGRA, a Kudelski Group company (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company offers content providers and DTV operators worldwide with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Its services and content protection technologies are used by 120 pay-TV operators, securing content delivered to over 149 million active smart cards and devices. Its advanced user experience solutions



are integrated in over 160 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications. Please visit www.nagra.com/dtv for more information and follow us on Twitter at @nagrakudelski.

About Gracenote

A pioneer in digital media, Gracenote, Inc. provides music and video content and technologies to the world's hottest entertainment products and brands. The company's partners in the entertainment community include major music publishers and labels, prominent independents and movie studios and television networks. A wholly owned, independent subsidiary of the Sony Corporation of America (SCA), Gracenote has offices in Munich, Berlin, Seoul, Taipei and Tokyo with worldwide headquarters in Emeryville, Calif. For more information visit www.facebook.com/PoweredByGracenote.

Contacts

Ivan Schnider
Marketing Communications
+41 79 778 94 12
Ivan.schnider@nagra.com

Christine Oury
Marketing Communications
+1 415 962 54533
christine.oury@nagra.com

Veronica Skelton
Concept PR for Gracenote
+1 415 342 3435
veronica@conceptpr.net