

Media Alert – IBC 2012

## **NAGRA ANNOUNCES AVAILABILITY OF REFERENCE PLATFORM FOR GATEWAYS AND CLIENT DEVICES**

- **NAGRA HomeCruise platform provides “off-the-shelf” reference design for accelerated time-to-market of multiscreen television services**
- **Design leverages full suite of capabilities offered by NAGRA OpenTV 5, NAGRA’s newest multi-service, media convergence solution**
- **Reference platform gives device partners the opportunity to rapidly build and deploy a range of media streaming devices utilizing OpenTV 5**
- **NAGRA’s HomeCruise microGateway is its first implementation, enabling service providers to extend their broadcast services including live TV signal to wired or wirelessly IP connected devices within a home**

**CHESEAUX, Switzerland – September 8<sup>th</sup>, 2012** – NAGRA, the digital TV division of the Kudelski Group (SIX:KUD.S) and the world's leading independent provider of content protection and multiscreen television solutions, announced today the availability of a reference platform for gateways and other media streaming devices. NAGRA HomeCruise provides set-top box and device partners with an “off-the-shelf” solution that allows faster-time-to-market of new pay-TV services, enabling new business models. The first implementation of NAGRA HomeCruise, the NAGRA HomeCruise microGateway, will be on display at the [IBC 2012 show](#) on NAGRA stand C81 in Hall 1 of the RAI Exhibition and Conference Center, September 7-11, 2012, in Amsterdam.

“The ability to leverage existing broadcast infrastructure to monetize IP connected devices like tablets and smart phones in a home is a clear differentiator for service providers,” said Samir Mehta, Senior Vice President Digital TV Solutions for NAGRA. “NAGRA HomeCruise takes full advantage of the multi-service capabilities of OpenTV 5 and is immediately available to our device partners. It will allow service providers to accelerate the launch of revenue-generating services while providing them with the freedom to work with a variety of innovative device vendors.”

NAGRA’s HomeCruise microGateway, introduced earlier this year as the “Broadcast-to-IP gateway”, is the first reference design available from the NAGRA HomeCruise product line. It enables service providers to distribute live linear channels in a secure environment to a variety of IP-enabled devices within the home, such as tablets, smartphones, IP set-top boxes and personal computers. Thanks to its high transcoding capability, service providers can deploy the solution quickly and efficiently without creating a burden on their network infrastructure or the need for a high-end home media gateway. On the consumer side, it allows the subscriber to receive a live TV signal “over the top” and in HD quality on the IP-enabled device of their choice (via Wi-Fi), whether tablet, laptop or smart phone, while providing a rich user experience and access to the content and responsiveness the viewer is used to with their television.

The NAGRA HomeCruise reference platform can scale from IP-only set-tops to broadcast-to-IP gateways, hybrid personal video recorders and full home media gateways, leveraging the multi-services capabilities of OpenTV 5 platform. It supports any network type – cable, satellite, terrestrial or IP - as well as a wide range of functionalities, from internal and external hard disks for PVR/DVR to gateway transcoding to enable video distribution within the home to handheld devices. Powered by OpenTV 5, it can be bundled with a wide range of user experiences, including NAGRA or third-party guides and applications to deliver solutions that leverage a unique suite of capabilities including the



delivery of content over-the-top, and rapid application authoring in Web-based environments such as HTML5.

The NAGRA HomeCruise microGateway will be available for deployment in the first quarter of 2013. Additional implementations of the reference platform are expected to expand to connected TVs and Android devices.

NAGRA works with more than 40 set-top box and device manufacturers around the world. This large network of partners gives its customers the opportunity to deliver advanced pay-TV solutions to its customers on a variety of devices.

#### **About NAGRA**

NAGRA, the digital TV division of the Kudelski Group (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. Please visit [www.nagra.com/dtv](http://www.nagra.com/dtv) for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski)

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