

PRESS RELEASE - IBC 2012

NAGRA INTRODUCES NEXT GENERATION MEDIA CONVERGENCE PLATFORM AT IBC 2012

- **NAGRA OpenTV 5 defines a new category of client device solution that accelerates innovation and addresses the multi-device, multi-network and multi-service environment**
- **Next generation platform combines Internet flexibility with broadcast efficiency enabling service providers to explore new business models, launch new services and maximize revenue opportunities**
- **HTML5 along with application sandboxing ensure rapid application development in an open yet secure environment**

CHESEAUX, Switzerland – September 6th, 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, is introducing its newest client device solution and media convergence platform, NAGRA OpenTV 5, at the [IBC 2012 show](#), September 7-11, 2012, on NAGRA stand C81 in Hall 1 of the RAI Exhibition and Conference Center in Amsterdam.

“OpenTV 5 defines a new category of solution that takes advantage of broadcast, broadband and mobile network convergence well beyond its broadcast middleware origins,” declares Samir Mehta, Senior Vice President, Digital TV Solutions for NAGRA. “Giving service providers the ability to accelerate innovation in a constantly changing and increasingly complex TV environment in a wirelessly connected home was the driving force behind its design. It ensures that service providers have the optimum technology now to prepare for and monetize the next generation of multiscreen and connected services that consumers demand – all while providing a service with unparalleled reliability which will keep viewers coming back for more.”

OpenTV 5 is the robust platform needed to deliver the next generation of highly personalized multi-network and multiscreen services. Founded on a new solid and flexible architecture, it combines the proven broadcast functionalities of OpenTV 2, which has been deployed in more than 165 million devices worldwide, with innovative broadband capabilities, providing the ideal environment to monetize new services and applications. Offering hybrid functionality, it includes all the TV-centric features expected from an advanced solution to deliver a variety of services such as broadcast, PVR, on-demand, home networking, and over-the-top, as well as non-traditional capabilities such as multi-runtime environment support, cloud enablement, built-in data analytics, content transcoding, social TV, and feature-rich and intuitive content discovery.

What's more, acknowledging that the ability to rapidly innovate the user experience is a strategic consideration for service providers, OpenTV 5 utilizes key Web industry standards such as HTML5 and SVG. This not only gives service providers access to a wide body of existing applications, but also access to a large network of developers who can benefit from accelerated, familiar and easy to use authoring environments to create compelling applications and user experiences. In addition, OpenTV 5's multi-process and application management and sandboxing capabilities enable a secure yet open ecosystem of applications.

Further complementing the Web-based environments, NAGRA's open application development framework “Ninja” provides rich building blocks for rapid user interface development or “re-skinning” reducing time-to-market of new features.

In addition to providing the building blocks for new types of media streaming devices, the OpenTV 5 solution can also easily co-exist with earlier versions of OpenTV middleware allowing operators to deploy next generation services while increasing the return on investment of previously deployed set-top boxes. OpenTV 5 is fully integrated with NAGRA's end-to-end multiscreen platform, NAGRA MediaLive Multiscreen.

Mehta adds: "I have not found a crystal ball indicating what the future holds. But providing a platform to our customers that allows them to experiment, test new business models, and give their ecosystem partners the opportunity to rapidly develop applications and services is a step in the right direction. This is the mission of OpenTV 5."

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. Its services and content protection technologies are used by 120 pay TV operators, securing content delivered to over 150 million active smart cards and devices. Its advanced user experience solutions are integrated in over 165 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](https://twitter.com/nagrakudelski).

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