



NAGRA LAUNCHES TURNKEY PAY-TV SOLUTION IN ASIA

- Optimized turnkey platform enables service providers to deploy new services and applications with a feature-rich user experience and fast time-to-market
- End-to-end solution will power Sansar HD cable service and the DDishTV satellite service in Mongolia
- Components include NAGRA MediaAccess content protection, OpenTV middleware and NAGRA Gravity user interface technologies pre-integrated in a SmarDTV set-top box

CHESEAUX, Switzerland – September 9, 2013 – NAGRA, the Kudelski Group (SIX:KUD.S) digital TV business and the world's leading independent provider of content protection and multiscreen television solutions, announced the availability of a new turnkey platform for pay-TV service providers enabling quick deployment of new services with an engaging user experience.

The solution will make its debut in Asia with two service providers in Mongolia. Cable operator Sansar HD and satellite provider DDishTV will launch the fully pre-integrated solution this month giving subscribers secure access to premium entertainment as well as to a variety of advanced and interactive services.

"NAGRA's pre-integrated solution gives us the opportunity to securely monetize our content investments while offering the best user experience on the market," said Zorigt Ulaankhuu, CEO for Sansar HD LLC. "NAGRA has a strong reputation for offering robust technologies in the areas of content protection and advanced services and deeply understands our market needs – it was the right choice for both our cable and satellite services because it allowed us to deploy a best-of-class solution to our subscribers, and in record time."

"These two projects nicely illustrate the benefits of pre-integration allowing to deploy advanced technology with a very aggressive time to market and very cost effectively for our customers," said Jean-Luc Jezouin, SVP Sales & Operations Asia, NAGRA. "Our pre-integrated solution was the perfect fit, providing the quality, flexibility and efficiency that were required, while leveraging the technologies and expertise of Kudelski Group companies that have a proven track record of deploying powerful and advanced solutions for digital television with the protection of premium content along with a compelling user experience."

The NAGRA turnkey solution is a feature-rich broadcast platform designed to be brought to market in less than three months while still providing service operators the ability to customize the solution to their own requirements. Components include NAGRA MediaAccess content

protection, the world's most widely deployed OpenTV middleware, and NAGRA Gravity nX2 user interface, all pre-integrated in a set-top box provided by SmarDTV. SmarDTV's set-top box is designed to provide a high quality user experience while optimizing a service provider's hardware investment. A PVR-ready device, it features a built-in USB port allowing operators to quickly and cost-effectively upgrade users to PVR functionality.

Sansar HD is the largest cable TV operator in Mongolia. DDishTV is a satellite and internet provider with the mission of serving rural areas of Mongolia. Both service providers are owned by GEM International.

The NAGRA turnkey solution will be demonstrated at stand 1.C81 at the 2013 IBC show in Amsterdam from September 13-17, 2013.

About Sansar HD LLC and DDishTV LLC.

Sansar HD was founded in 2009 with the objective to bring the first digital TV platform in Mongolia delivering the latest TV experience features and quality content from worldwide content providers such as HBO™, Discovery™, History™ and many more. Sansar HD is also an exclusive licensee of English Premier League for seasons 2013 – 2016.

Ddish objective is to bring media and communication innovations to nomads of Mongolia. It is the very first DTH platform to deliver quality of foreign content into rural area. As of today, DDish is available across Mongolia, and number of subscribers exceeds 250,000.

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 for more information and follow us on Twitter at @nagrakudelski.

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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