

## Press Release

### **Nagravision Secures Commercial DVB-H Services for Alsumaria TV; the First Services Based on MicroSDs in the Middle East**

- Alsumaria TV, the Iraqi Satellite Network, selected Nagravision's conditional access system for its Mobision DVB-H services in Iraq
- Mobision is the first commercial Mobile TV DVB-H bouquet in the Middle East to be based on Nagravision's MicroSD Card
- Nagravision CAS enables Alsumaria to provide Mobile TV services to mobile phones and media players

**Cheseaux, Switzerland – September 12, 2008** – Nagravision, a Kudelski Group (SWX:KUD.VX) company announced today that Alsumaria TV, the Iraqi Satellite Network, has selected Nagravision's conditional access system (CAS) for its DVB-H services. One of the most dynamic and watched TV stations in Iraq, Alsumaria TV transmits on both Nilesat and Arabsat. Alsumaria TV's Mobision, now available throughout Iraq, is the first ever Middle East Mobile TV DVB-H bouquet to be based on Nagravision's MicroSD Cards with embedded security.

The Nagravision cards allow Alsumaria TV to offer services, through Mobision Mobile TV, to consumers in Iraq with both connected and unconnected devices such as mobile handsets, media players and GPS systems. In Iraq, any consumer with a certified DVB-H handset can subscribe to Mobision by inserting the Nagravision MicroSD Card into the mobile device and activating the service using an Interactive Voice Response (IVR) system. Mobision will be available through all the mobile outlets.

By introducing such an advanced technology into a fluctuating Iraqi market, Alsumaria TV not only positioned itself as one of the most high tech TV stations in the Arab world, always offering the best services, but also as a technology trend-setter providing unique audio-visual solutions to the wide audience. Through this smart positioning, Mobision is providing Nagravision MicroSD cards containing significant flash memory. Consumers can store their personal data such as photos, music, etc. At the same time, Mobision subscribers have the ability to record and time-shift DVB-H services adding PVR (personal video recording) capabilities to mobile TV viewing.

Mobision features a bouquet of up to 20 TV channels such as Alsumaria TV, and the new "Shakomo" channel – created by Alsumaria as well, and many other well-recognised TV stations including several specialised channels only broadcasting sports, news, economic news, cartoon, weather, and music.

"Alsumaria TV selected Nagravision based on proven expertise gathered in other mobile TV commercial mass deployments, as well as a unique ecosystem supporting the largest choice of integrated broadcast equipment and mobile devices. Our long experience in the Pay-TV arena includes having the first and the most deployed CAS in the mobile TV industry, which enables us to perfectly understand the needs of Alsumaria TV. Alsumaria TV is offering an outstanding and innovative set of services to Iraqi consumers and it is an honor to have been selected by them," says Thierry Legrand, Nagravision Vice President of Sales SMEA.

Alsumaria TV is determined to bridge communication between Iraqis on one hand, and between Iraqis and the world on the other. The DVB-H is a brilliantly practical idea that will help Iraqis suffering from electricity cuts to follow up on news via their mobile phones while allowing them to be aware around the clock about the latest developments and updates in Iraq and around the World.

**About Alsumaria TV**

Alsumaria TV is an independent privately owned Iraqi TV established in September 2004. It has a highly skilled team of over 500 working across Iraq to include Kurdistan, Lebanon, United Arab Emirates and Jordan. Alsumaria TV broadcasts 24 hours a day. The TV programs line-up focuses on entertainment, culture, politics and news in addition to social programs and live shows. Alsumaria TV reflects the new Iraq. Its "Logo" carries part of Iraq's history, people, and culture. Today Iraq is reviving and reliving. The Iraqi people see the new world through TV that reflects their life and gives them hope. Alsumaria TV is there for their enjoyment, their voice, and their mirror reflecting the Iraqi image to the world. Please visit [www.alsumaria.tv](http://www.alsumaria.tv) for more information.

**About the Kudelski Group/Nagravision**

The Kudelski Group (SWX: KUD.VX) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit [www.nagra.com](http://www.nagra.com) for more information.

Nagravision, a Kudelski Group company, is the leading supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 120 leading Pay-TV operators worldwide securing content delivered to over 92 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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