



## PRESS RELEASE

### **EMBRATEL SELECTS NAGRAVISION FOR ITS NEW GENERATION CAS SYSTEM**

- Embratel is using a Nagravision latest generation conditional access system for the Via Embratel new Satellite pay-TV service
- The new DTH service has exceeded 100 thousand subscribers and is available across Brazil
- Embratel uses MPEG-4 and DVB-S2 for its state-of-the art delivery system
- Nagravision was instrumental in the development and integration of Embratel new DTH set-top box

**Cheseaux, Switzerland – July 2<sup>nd</sup>, 2009** — Nagravision, a Kudelski Group (SWX:KUD) company and the world's leading independent provider of value-added content protection solutions, announced today that a Nagravision new generation conditional access (CA) system was selected by Empresa Brasileira de Telecomunicações S.A. (Embratel), Brazil's second largest telecommunications company, for its DTH service. The new pay-TV service called Via Embratel is available across the entire Brazilian market. Today, the Nagravision CA system is securing the content and providing access to over 100 thousand subscribers.

Embratel continues to focus on providing quality and enhancing the trustworthiness of its brand name. Throughout the rapid expansion of Via Embratel, the Nagravision conditional access solution has allowed the company to protect its pay-TV service and the access to it. The service area covered by Via Embratel passes over and has a potential to support more than 20 million homes. The Nagravision solution will scale with the service's subscriber growth as needed.

"Our integration skills and content protection leadership, has yielded another customer win for the Kudelski Group in one of the world's most populous countries. This demonstrates the added value of our end-to-end solutions and ongoing commitment to help our customers differentiate their services in an ever competitive market," said Tom Wirth, Senior Vice President for Nagravision Americas.

Via Embratel offers more than 80 programming channels, an electronic programming guide, parental control, on screen synopsis and electronic messages. The company is using a state-of-the art delivery system which features MPEG-4 AVC for transport and DVB-S2 for transmission. Nagravision was instrumental in the development and integration of the new DTH set-top box used within this state-of-the-art system. The Nagravision solution also includes a dual digital/analog set-top box and matching platform architecture to allow interoperability across both transports, a technology that had never been deployed commercially before.

**About Embratel**

Embratel is one of the main telecommunications operators in Brazil. The company offers complete telecommunications solutions including local telephony, long distance telephony for national and international communications, transmission of data, video and Internet. Visit [www.embratel.com.br](http://www.embratel.com.br) for more information.

**About the Kudelski Group and 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 101 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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