

Press Release

SmarDTV, in cooperation with Wiztivi, introduces a universal solution for Cable VOD on connected TVs

- **For the first time Cable Pay-TV Operators can deploy their Video-on-Demand (VOD) services directly to any connected iDTV, without using a STB**
- **SmarDTV and Wiztivi demonstrate a turnkey solution for Cable VOD in SmarCAMs (Conditional Access Modules) based on CI Plus and HbbTV**
- **The use of open standards for security and applications allows operators to customize their offerings in a homogenous manner for any connected TV**

Cheseaux, Switzerland and Nantes, France – June 7th, 2012 – SmarDTV, a Kudelski Group (SIX:KUD.S) company and Wiztivi, today announced that they have successfully combined CI Plus and HbbTV to enable video-on-demand for cable networks. SmarDTV intends to launch the first CI Plus SmarCAM with Cable VOD in 2012.

“We believe that the addition of Video-on-Demand, on top of the Premium TV decryption, is a major milestone in the history of CI Plus” said Guillaume Reillon, Head of Product Strategy at SmarDTV. “By combining the successful CI Plus specification with the emerging European standard for interactive applications, we have the ideal solution for Cable operators wishing to deploy VOD.”

The solution demonstrated at the ANGA Cable show will use CI Plus v1.2 modules along with HbbTV v1.0 with interfacing between the application and the SmarCAM module provided using standard OIPF (Open IPTV forum) defined interfaces. This means that the solution is entirely based on open standards and will not require specific developments for each different brand of iDTV.

“HbbTV is rapidly becoming the European standard solution for interactive services and combining it with CI Plus makes complete sense” commented Olivier Cechura, CEO at Wiztivi. “Wiztivi is at the forefront of HbbTV system development and is delighted to collaborate with SmarDTV on this innovative project. The HbbTV VOD application demonstrated at Anga is designed to be easily customized to the requirements of the Operator, both for the User Interface, and for the VOD back-end interaction”.

SmarDTV will also provide an update of its Interoperability Partner Program (IPP) kit to allow CI Plus host vendors (iDTV & STB) to validate the compatibility and interoperability of their products with the Cable VOD SmarCAM-3.

For further information and demonstrations of the Cable VOD SmarCAM-3, please visit us at ANGA Cable 2012, Hall 10, Level 2, Booth E11.

About SmarDTV

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures highly secure, interchangeable modules and associated enabling technologies, which provide an attractive alternative to set top boxes to access digital PayTV by requiring only one remote control, offering much lower energy consumption and not requiring extra cables. SmarDTV CAMs and CableCARDS are used daily by millions of subscribers around the world. A founding member of [CI Plus Forum](#), SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, and Singapore. Please visit www.smartv.com for more information.

About Wiztivi

Founded in France in 2007, Wiztivi with its approximately 55 specialists has developed its expertise and marketed innovative turnkey solutions in the domain of connected TVs. Wiztivi works along with content editors, TV channels, operators and CE manufacturers to develop their interactive services. Based on its Solution Platform, Wiztivi offers video portals (vod, svod, catchup or web-tv). Premium Appstores and interactive television services, including live. Wiztivi has a unique recognized expertise on HbbTV standard. For more information, please visit: www.wiztivi.com

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Note to the editors

SmarCAM-3 is plugged directly in the digital TV using the industry standard DVB-CI interface and the signal is always in digital format. No analog conversion or interface is necessary, providing improvement over traditional Set-Top Box connectivity that often uses SCART connectivity.

CI Plus is a technical specification that adds additional security and features to the proven DVB Common Interface Standard that will allow CI Plus compatible consumer electronic devices, such as Integrated Digital Televisions and Set-Top Boxes, access to a wide range of Pay TV Services via plug-in CI Plus Modules wherever the CI Plus Technology is supported by the local Pay TV Provider. More information on CI Plus (specification, implementation guideline, license agreement) is available at www.ci-plus.com.