



Press release

SMARDTV MICROSD CARD WITH NAGRA SECURITY COMPLIES WITH NEW CEA STANDARD

- **CEA-2040 Compliant Removable Security Card**
- **Enables Access to Premium TV Content on a Wide Range of Devices Including Smart Phones, Tablets and PCs**

Cheseaux, Switzerland and Las Vegas, NV - NAB booth SU6717 – April 11th, 2011 - Nagra, a Kudelski Group company (SIX.KUD.S), the world's leading independent provider of value-added content protection and multiscreen television solutions, in collaboration with its sister company SmarDTV, the leader in removable security solutions, announced today that the SmarDTV microSD removable security card embedding the latest Nagra security system is now compliant with the newly introduced Consumer Electronics Association CEA-2040 standard. The standard specifies the interface between a consumer electronics device displaying or decoding video and a small removable, replaceable memory card module that embodies the Conditional Access System (CAS). Examples of devices that use a microSD card include smart phones, tablets, PC's, and other in-home and mobile viewing devices.

With a tiny form factor, the Nagra-secured SmarDTV microSD conditional access module enables access to premium TV content via a wide range of mobile and static viewing devices. It uses exactly the same small slot that is already widely deployed in many CE devices for removable memory cards. The module operates as a memory card but with the added functionality of conditional access security to descramble premium video content.

This new form factor is based on the same principles as the CableCARD and CI Plus standards currently mandated for some premium TV applications (removable module embedding security); however the microSD card is approximately 50 times smaller than these devices and less than half the size of a standard mini SIM card. The current microSD card will support video streams up to 1080P Full HD resolution.

"We are very excited to have our microSD card become CEA-compliant," said Conor Ryan, Vice-President of Marketing at SmarDTV, "Following the widespread adoption of the CI Plus and CableCARD removable security devices this standardization is a major achievement that will benefit CE manufacturers and consumers alike and continue to pave the way for a more seamless television viewing on mobile and portable devices."

"This new standard and certification allow us to bring robust security to an exciting new form factor and a wider range of devices," said Ivan Verbesselt, Senior Vice President Marketing at Nagra. "In the end it is all about giving consumers and service providers more choices in the way they deliver and consume content, and we're thrilled to be a part of it."

About the Kudelski Group

The Kudelski Group (SIX: KUD.S) 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 for more information.

About Nagra

Nagra, a Kudelski Group company, provides security and multi-screen 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 144 million active smart cards and devices. Its advanced user experience solutions are integrated in over 160 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications. Please visit www.nagra.com for more information.

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 pay TV 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.smartdtv.com for more information.

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