



PRESS RELEASE

NAGRA AND SAMSUNG ANNOUNCE WORLD FIRST LAUNCH OF TVKEY BY HD+ IN GERMANY

- German satellite operator HD+ deploys next generation direct-to-TV solution TVkey
- TVkey allows consumers to access high quality programming including 4K and HDR directly on newer model Samsung TVs without a set-top box
- Direct-to-TV solution meets stringent Hollywood requirements for premium 4K and HDR content

CHESEAUX, Switzerland – March 6, 2017 - NAGRA, a Kudelski Group (SIX:KUD.S) company, and the world's leading independent provider of content protection and multiscreen television solutions, and Samsung Electronics, the market leader in home entertainment for over ten years, today announced the world's first commercial deployment of [TVkey](#) at German satellite operator HD+ (a subsidiary of SES). Jointly developed by Samsung and NAGRA, TVkey is the next-generation security solution for consumers to access encrypted pay-TV services directly on their TV sets without a set-top box or second remote.

A CES® 2017 Innovation Awards [honoree](#), TVkey provides TV-platforms and pay-TV operators with a low-cost route to market for their services (including 4K and HDR channels). It entices new TV buyers to experience the beauty of 4K Ultra HD/HDR programming from the TV-platform or pay-TV operator instead of automatically defaulting to 4K OTT services. It is one of several strategies operators can use to attract new subscribers while reducing the cost of sales.

During a promotional period, buyers of compatible Samsung TV sets at participating dealers in Germany will receive the HD+ TVkey free of charge by registering on HD+ [website](#). This also entitles them to a free six-month HD+ subscription, which upon expiration, can be converted to a regular subscription.

"The HD+ TVkey gives consumers HD+ channels without the need of a separate receiver or CAM module with smartcard – meaning access to HD+ becomes even easier," said Georges Agnes, Managing Director and COO at HD PLUS GmbH. "Working with Samsung also gives us the ability to reach new customers as soon as they buy a new television through instant HD+ service activation. And because the solution uses the security we know and trust from NAGRA, we know our content partners will be satisfied."

"We are delighted to be part of the first commercial launch of TVkey," said Hyogun Lee, Executive Vice President, Visual Display Business at Samsung Electronics. "By being the first company to launch TVkey, HD+ is showing true market leadership in how this exciting new technology can be deployed in a way that is beneficial to both operators and new TV customers."

TVkey content security approach meets stringent Hollywood requirements for protection of 4K and HDR content. It also allows pay-TV operators to easily add new subscribers and broaden their existing business models, strongly reducing customer acquisition costs.

"We are providing consumers and pay-TV operators with a flexible and cost effective route to high-quality services, while offering state-of-the-art pay-TV security," said Pierre Roy, Executive Vice President and Chief Operating Officer Digital TV at NAGRA. "By integrating our latest content protection technology alongside open standards, such as USB and HbbTV/HTML5, we

not only ensure excellent security, but also deliver a feature-rich, operator-branded user experience directly to the consumer's TV."

For more details on when the open market deployment will be available, please visit the official TVkey [website](#).

About NAGRA

NAGRA, a 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 provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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