

NAGRA SUPPORTS STARHUB'S TRANSITION TO IP PLATFORM

- **NAGRA completes end-to-end system integration of StarHub's brand-new Hubtricity facility, marking the operator's transition to an IP infrastructure and reduced cost of ownership**
- **As lead system integrator, NAGRA delivered the seamless migration of StarHub's multi-network pay-TV services, representing 280 channels across cable, IP and OTT to the Hubtricity facility**

CHESEAUX-SUR-LAUSANNE, Switzerland – September 4th, 2017 – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, today announced that it has completed the end-to-end integration of StarHub's multi-network pay-TV services into the operator's brand new [Hubtricity](#) facility. As lead system integrator on the project, NAGRA delivered the seamless migration of the operator's 280 channels spanning cable, IP and OTT networks into Hubtricity, marking StarHub's transition to an IP infrastructure. The move also provides StarHub with the foundation to deliver the next generation of IP-enabled pay-TV services to its customers.

The new media headend boasts master control facilities and robust IP network systems designed by NAGRA to enable new capabilities for Singapore's leading pay-TV service provider while reducing cost of ownership. NAGRA also provided consultancy and project management services in the design and installation of the facility.

"Hubtricity houses our converged command cockpit which delivers our vision of providing world-class services to our customers. A state-of-the-art facility, it also serves as the premier hub for emerging technologies and innovation in the region," said Chong Siew Loong, Chief Technology Officer, StarHub. "As a longstanding partner, NAGRA was instrumental in bringing all the pieces together through their deep knowledge of pay-TV networks, their TV-centric system integration skills and vast network of partners."

"We applaud StarHub in launching the Hubtricity facility and their commitment to delivering best-of-breed technologies and services to their customers," said Stéphane Le Dreau, SVP Regional General Manager Asia-Pacific for NAGRA. "Hubtricity will be a center of excellence for innovation in the development and deployment of next generation pay-TV services. We are proud to support a project of this magnitude by providing StarHub with our expertise in headend, broadcast, streaming back-office and IP technologies to bring it to fruition. We look forward to supporting StarHub as they set the foundation for IP-enabled pay-TV services in Singapore."

Since 2003, NAGRA has provided StarHub with an array of digital TV technologies ranging from content protection to set-top box software and user experience solutions. StarHub selected NAGRA as overall system integrator for Hubtricity in 2015. The project included the management of 20 different vendors providing products and services in satellite reception, baseband, compression, cable and IP distribution.

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 offers content providers and DTV service providers worldwide 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](#)

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