



## PRESS RELEASE

### EMC LAUNCHES NEW DIGITAL SERVICE WITH NAGRAVISION TECHNOLOGY

**Cheseaux, Switzerland, and Taipei, Taiwan – February 18, 2003** – Eastern Multimedia Co, Ltd (EMC) is today launching their new digital service, based on the world's leading independent conditional access solution from Nagravision. The new digital service, with a first roll out of 30 channels, will give EMC the latest technology to secure their growing business.

With nearly 1.5 million subscribers, EMC is the leading Multiple System Operator (MSO) in Asia -excluding the Chinese mainland and Japan- and the 12<sup>th</sup> largest cable TV MSO in the world. Having laid a sturdy and islandwide foundation for making Taiwan a cable TV/ broadband technology powerhouse, EMC is now drafting the blueprint for its country's digital future. EMC's digitalisation of its cable TV network architecture can provide digital premium channels and abundant, sophisticated and attractive value-added application services. This will satisfy the demand of each segment of viewers and successfully upgrade the basic cable TV subscription rate to a higher value-added digital cable TV subscriber base.

To secure subscriber revenues, manage rapid growth effectively, support the fast introduction of new on-demand and interactive services and remain one of the leading pay-TV operators in Asia, EMC is using the Nagravision system.

"The Nagravision solution provides high security and extensive functionality while enabling television operators to efficiently manage business growth in a cost effective way," said Charles Wu, Chief Executive Officer at EMC. "Nagravision's leading technology and stellar reputation made them an ideal partner for us".

"Winning EMC, such an important player in Asia, will help Nagravision to strengthen its position in the region and is recognition of the efforts made," added Pierre Roy, Chief Operating Officer for the Digital TV entity of the Kudelski Group (Nagravision's parent company).

#### **About EMC**

EMC is Taiwan's only cable TV Multiple System Operator (MSO) with the largest, finest and most complete two-way network in all operating areas. It is also the only ISO 9001 certified HFC broadband network builder in Taiwan with 13 majority owned Service Operators (SO) possessing a circuit-leasing license. EMC will continue to demonstrate its spirit of innovation and leadership by rolling out top

digital services and becoming Broadcast Central for the Chinese-speaking world with the highest quality multimedia entertainment channels.

For more information, please go to [www.etmc.com.tw](http://www.etmc.com.tw)

### **About Nagravision**

Nagravision is a world leader in open conditional access systems, advanced management tools and integrated solutions for digital television operators, representing over 35 million television subscribers worldwide. Nagravision solutions provide cable, satellite, terrestrial, MMDS, FTTH and xDSL operators with the tools to deploy and manage a wide range of pay-TV services including pay-per-view, VOD, NVOD and interactive applications.

Nagravision is a member of the Kudelski Group ([www.nagra.com](http://www.nagra.com)), a world leader in digital security. Kudelski is traded on the Swiss Stock Exchange (SWX "KUD") and is listed on the SMI (Swiss Market Index).

For more information, please go to [www.nagravision.com](http://www.nagravision.com)

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