

## Argentina's Supercanal chooses Conax-secured end-to-end solution to launch future-ready new digital and TV Everywhere service platform

- *Pre-integrated, flexible and proven solution; advanced platform to provide secure DVB and OTT operations, supporting a wide range of new consumer offerings*

IBC Expo, Amsterdam, September 1<sup>st</sup>, 2015: **Conax**, part of the **Kudelski Group (SIX:KUD:S)**, and a leader in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices, announced today it has been chosen by **Supercanal**, to secure the launch of its new advanced pay-TV platform offering. Conax has entered a contract with Supercanal, Argentina's 3<sup>rd</sup> largest cable TV operator, to roll out a flexible, cost-effective end-to-end platform based on the cutting-edge Conax Contego™ security hub and led by integrator **BOLD MSS**, to further enable SuperCanal growth ambitions.

The pre-integrated, end-to-end solution, including middleware from Cubiware, will enable Supercanal to expand the existing cable network and enhance its operations with secure analogue to digital transition, introduction of hybrid STB solutions with VOD & other OTT services and including distribution of secure live, on-demand and OTT services across multiscreen devices. The platform implementations will begin in September.

-"Daniel Vega, CTO, Supercanal, "Conax has a proven track record as a strong security partner and provides a highly attractive service offering including local support. Conax and BOLD MSS are providing Supercanal with a pre-integrated, fast-time-to-market and cost-effective platform that will enable our business to flourish and grow with flexible support for advanced, secure, consumer offerings.

-"Conax is delighted to be partnering with BOLD MSS to deliver a well proven, pre integrated secure content distribution and consumption ecosystem in the LATAM region. Supercanal is truly a forward thinking and aggressive Multi Service Operator in the region who aims to offer outstanding experience to their consumers, based on cutting edge technology solutions. We are truly honoured to be chosen by Supercanal to be their content security provider for their digitization and OTT strategy," confirms Rohit Mehra, SVP Americas, Conax.

### **Conax Contego value chain of solutions supporting Supercanal**

The **Conax Contego™** unified security hub supports all major distribution technologies and content formats, seamlessly supporting smart cards, an expanding portfolio of cardless clients, IPTV and advanced multi-DRM and OTT services from a single unified back-end, covering all types of networks and end-user devices. Using **Conax' truly modular approach**, Supercanal can tailor Conax Contego's security hub to fit their needs; adding additional advanced features & capacity as markets evolve and business grows.

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### **About Supercanal**

Supercanal is the 3<sup>rd</sup> largest cable TV network in Argentina with presence in 14 provinces. Through its broad network, SuperCanal offers pay TV services, Digital TV, Internet, phone services and value added services to residential customers and small and large businesses across Argentina. <http://www.super-canal.com.ar/>

### **About Conax**

A part of the **Kudelski Group (SIX:KUD:S)**, **Conax** is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. The **Conax Contego™** unified security hub provides telcos, cable, satellite, IP, mobile, terrestrial and broadband operations with an innovative portfolio of flexible and cost-efficient solutions to deliver premium content securely. Conax' future-ready technology offers modular, fast-time-to-market solutions that enable easy entry into a world of secure multiscreen, multi-DRM content delivery. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology

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enables secure content revenues for 400 operators in 85 countries globally. For more information, please visit [www.conax.com](http://www.conax.com) and follow us on [Twitter](#) and [LinkedIn](#).

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