

primacom selects Conax revenue security for cable TV growth in Germany

Conax Contego™ unified security back-end provides primacom with a rock solid, highly reliable and scalable foundation for future growth, including easy expansion for additional business models

Berlin, December 9th, 2014: Conax, part of the Kudelski Group (SIX:KUD.S) and a leader in total service protection for pay-for-media, content owners and entertainment services, today announced it is providing primacom, one of Germany's largest cable TV providers, with content revenue protection for its growing DVB cable and pay-TV network. Based in Leipzig, primacom has deployed the flexible Conax Contego™ unified security back-end to deliver total service protection and streamlined services for its operations nationwide. Conax Contego™ provides enhanced content security architecture for increased scalability and flexible service delivery.

The flexible Conax Contego™ content security platform will illustrate the key role of a unified security solution for forward thinking pay-TV operator, primacom. The Conax technology will protect primacom's existing DVB cable network while providing both a scalable foundation for growth and the flexibility to continually enrich the service offering. Multiscreen, multi-network and Over-the-Top content delivery packages can be seamlessly integrated with the broadcast offering to create a unified user experience.

primacom provides high-end telecommunications and cable TV services to more than 1.2 million connected households, making primacom the fourth-largest cable network operator in Germany. Active in the multimedia and telecom markets since 1998, primacom is well-established in the German telecommunications market as a nationwide provider with a regional focus, delivering high-end digital TV, HDTV, digital program packages as well as high speed internet access, and modern telephony solutions to end-consumers.

- Ludwig Modra, Chief Technology Officer, primacom, "primacom is committed to providing its customers with seamless access to the services and content they desire. We chose security partner Conax and Conax technology based on its long experience, proven track record and reliability - enhancing our consumer commitment. Deploying Conax Contego™ enables primacom to deliver a smooth and intuitive user experience and also provides us with the flexibility needed to satisfy future customer demands beyond our managed network, while also seamlessly protecting our existing network configuration."

- Thomas Blichfeldt, VP EMEA Sales, Conax, "primacom is experiencing strong growth – Conax is delighted to be chosen to collaborate with the primacom team on the deployment of their conditional access solution to support their future platform expansion. The flexible Conax Contego™ security back-end is well-suited to protect primacom's highly popular service offerings. Highly scalable and modular Conax Contego™ technology will enable primacom to easily align their security coverage beyond a managed network to include DRM and secure delivery of premium content to a multitude of devices when they are ready to integrate new Multiscreen and Over the Top (OTT) services."

The Conax Contego™ universal security hub ensures secure video delivery across a broad range of networks and device types, providing flexibility in selection of security evaluated client devices, seamless middleware interoperability and proven scalability. Based on 25 years of experience, today Conax is the security partner of choice for 400 operators in 85 countries.

About primacom

primacom owns and runs a proprietary, independent, and high-performance fibre glass hybrid network providing high-end telecommunications and cable TV services to more than 1.2 million connected households in Germany. This makes primacom the fourth-largest cable network operator in Germany. primacom has been active in the multimedia and telecom markets since 1998, and it has long been established in the German telecommunications market as a nationwide provider with a regional focus. primacom has built a solid reputation for delivering high-end digital TV, HDTV, digital program packages as well as high speed internet access, and modern telephony solutions to their customers. In addition, primacom designs and provides customizable tailored solutions such as telemetry

services for the housing industry. primacom is operating and represented via a Germany-wide network of local offices and currently employs around 450 people with corporate headquarters in Leipzig. www.primacom.de

About Kudelski Group and Conax

The Kudelski Group is listed on the Swiss Stock Exchange (SIX:KUD:S). It is a world leader in digital security; its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenues of content owners and service providers for digital television. The Group also offers cyber security solutions and services focused on helping companies assess risks and vulnerabilities and protect their data and systems. The Kudelski Group is a technology leader in the area of access control and management of people or vehicles to sites and events. The Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit <http://www.kudelski.com>.

A part of the [Kudelski Group](#), [Conax](#) is a leading global specialist around the total service protection for digital TV services over broadcast, broadband and connected devices. Conax provides telcos, cable, satellite, IP, mobile and terrestrial and broadband operations with the innovative, flagship Conax Contego™ family of flexible and cost-efficient solutions to deliver premium content securely and positioning to capture new market segments. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 390 operators in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#) and [LinkedIn](#)

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