



PRESS RELEASE

NAGRA Introduces intuiTV, a New Way of Enjoying TV, at CES 2016

- intuiTV simplifies access to content from multiple sources defragmenting the television viewing experience
- intuiTV is intuitive and ergonomic: a “swipe-to-tune” user interface, a touch-screen remote control and a streaming device
- intuiTV gives you access to live TV, VOD, SVOD and more from TV operators
- TV operators can configure the platform to deliver a total entertainment experience with a full line-up of content and services

CHESEAUX, Switzerland and LAS VEGAS, NV – January 4, 2016 - NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S) and the world’s leading independent provider of content protection and multiscreen television solutions, today unveiled “intuiTV,” a new “all-in-one” TV experience at the 2016 Consumer Electronics Show in Las Vegas. intuiTV delivers the best of television and Internet TV to pay-TV subscribers through an intuitive and immersive viewing experience in 4K Ultra HD and HD. It is offered to pay-TV operators as a managed cloud-based platform they can configure with a full line-up of premium content and advanced TV services including live TV, VOD, SVOD, PVR, social TV and more via an innovative streaming device and touch-screen remote-control.

“The future of television is television and it’s more about enjoying content than anything else,” said André Kudelski, Chairman and CEO, Kudelski Group. “This means getting back to a simpler and more intuitive viewing experience that makes it easy for consumers to find the content they want, without having to worry about constantly swapping inputs, changing remote controls and guessing what is behind each and every app on a constantly morphing app dashboard. With intuiTV, they can enjoy all their content in one place, with one device, one remote and a single and seamless user experience.”

intuiTV offers an elegantly simple viewing experience that is entirely centred around making television enjoyable for the consumer by simplifying today’s app-fragmented viewing experience. intuiTV fully leverages NAGRA’s broad and long standing expertise in television and harnesses state-of-the-art connectware, hardware, content security, streaming and cloud technologies that seamlessly work in the background with one single purpose: to delight the viewer.

intuiTV also provides an engaging and zoomable user interface that works hand in glove with the NAGRA-designed touch screen remote control to deliver a unique TV experience. “Truly ergonomic remote controls have become both an art and a science in their own right and NAGRA has done significant research with leading design academies to create the intuiTV remote control,” comments Kudelski. Its gesture and voice commands make navigating and searching for content easy: viewers “swipe-to-tune,” left or right, up or down to access recent channels, viewing history, trending programs and new content. The remote control also provides direct access to favourite channels or the VOD catalogue from the touch screen.

What’s more, intuiTV provides instant access to live TV as well as instant app access, allowing the viewer to be instantly immersed in any content which is just a click away.

intuiTV will be on display at the 2016 International Consumer Electronics Show (CES) in Las Vegas in NAGRA suite, Venetian Meeting Rooms, San Polo 3501A, from January 6-9. To learn more about NAGRA at CES, please visit our event page at dtv.nagra.com/ces and follow us on Twitter [@nagrakudelski](https://twitter.com/nagrakudelski).

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).

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