



## PRESS RELEASE

### **NAGRA ENABLES HYBRID OTT AND DTT SERVICE FOR VODAFONE SPAIN**

- NAGRA powers hybrid multiscreen and digital terrestrial offering for Vodafone Spain
- NAGRA's QuickStart Hybrid end-to-end solution will enable the roll-out of OTT services and a DTT channel line-up
- Key technology components include NAGRA's OpenTV 5 connectware facilitating a rewarding user experience, anyCAST content protection including a studio grade DRM and MediaLive multiscreen pre-integrated in a SmarDTV HD set-top box.

**Cheseaux, Switzerland – October 13, 2014** – NAGRA, the Kudelski Group (SIX: KUD.S) digital TV business and the world's leading independent provider of content protection and multiscreen television solutions, announced today that its QuickStart Hybrid solution is enabling a combined over-the-top (OTT) and digital terrestrial television (DTT) offering for Vodafone España, S.A.U. ("Vodafone Spain"), a provider of unified communications services including voice, messaging, mobile data and fixed broadband services.

NAGRA's end-to-end QuickStart Hybrid allows Vodafone Spain fixed line and mobile customers to enjoy a line-up of premium OTT TV content offered by a third party (Canal+ Yomvi) on the device of their choice – whether on TVs, personal computers or mobile devices such as smartphones and tablets – while providing access to a selection of DTT channels which will launch later this year. Vodafone Spain's new offering, called Vodafone Box, delivers advanced third party (Canal+ Yomvi) services such as live TV, subscription VOD, transactional VOD, catch-up TV and a new user interface bundled in a SmarDTV HD set-top box.

"We wanted a technology that would allow us to bring premium services and applications to our customers quickly while giving us room to grow and innovate," said Isaac Mendoza, Head of TV and Digital Services at Vodafone Spain. "NAGRA provides us with a solution that enables value-added services without compromising security or the consumer experience."

"As our first customer to deploy QuickStart in Europe, we're excited to see the benefits the solution will bring to Vodafone Spain and their customers," said Thierry Legrand, Senior Vice President of Sales for EMEA at NAGRA. "Our goal was to provide an end-to-end solution with hybrid capabilities and a rewarding user experience. We're able to provide that as a bundled solution leveraging our market-leading technologies."

NAGRA's QuickStart pre-integrated packages (Broadcast, OTT, Hybrid, Media Server & Gateway) encompass all the major solution components that are required in order to deliver an exciting range of value-added services and TV features including UI-UEx, EPG, live TV, PVR, nPVR, catch-up, live TV pause and rewind, start-over, VOD, companion screen interactivity,

social TV and applications. Its components are NAGRA anyCAST content protection and studio-approved DRM, OpenTV 5 HTML5 connectware, NAGRA's Gravity Edge reference user interface and NAGRA MediaLive Multiscreen, pre-integrated in a SmarDTV HD set-top box.

### **About Vodafone Spain**

Vodafone Spain provides a full range of unified communications services including voice, messaging, mobile data and fixed broadband. As of March 31<sup>st</sup> 2014, Vodafone Spain had 13.4 million mobile customers and more than 1 million fixed broadband customers. For more information, please visit: [www.vodafone.es](http://www.vodafone.es).

### **About NAGRA**

NAGRA, the 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 operators worldwide with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit <http://dtv.nagra.com> for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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