

Press Release

SmarDTV launches a new range of INSTANT ACCESS Conditional Access Modules with Conax Security

- **INSTANT ACCESS CAMS are designed to facilitate subscriber acquisition by providing immediate access to pay-TV services upon insertion into a TV**
- **INSTANT ACCESS CAMS feature pre-paired and pre-entitled smart cards to avoid the need to wait for activation messages from the operator's head-end**
- **SmarDTV provides various options designed to facilitate operator logistics and handling, including an option to embed the pre-entitled smart card inside the CAM**
- **SmarDTV INSTANT ACCESS CAMS implement the latest CI Plus version v1.3 specifications and also support the latest Conax STB / CAM Kit (6.0)**

OSLO, Norway and CHESEAUX, Switzerland – June 8, 2015 –SmarDTV S.A, a Kudelski Group (SIX:KUD.S) company today announced the commercial availability of a range of new INSTANT ACCESS CAM products with Conax security. The new CAMs are designed to expedite subscriber acquisition and reduce subscriber acquisition costs (SAC) by providing a means for subscribers to instantly access pay-TV services - without needing to register or activate smart cards. Leveraging the strengths of both companies, this is achieved by bundling smart cards with CAMs at the production facilities and pre-pairing and pre-authorizing the bundle eliminating any waiting time or hassle for new subscribers. The solution is designed to facilitate operator logistics and includes an option to embed the pre-entitled smart card inside the CAM; particularly attractive for operators wishing to promote their products in retail.

"We are delighted to introduce this new product range developed in collaboration with Conax," said Franz Maier, SmarDTV Regional Sales Director. "We have a highly successful history of deploying our combined products dating back to the world's first CI products in 1999 and we believe this new INSTANT ACCESS product range will drive subscriber acquisition for our joint customers".

"The addition of the SmarDTV INSTANT ACCESS CAMs will allow operators to reduce costs and operational efforts required to acquire new customers," commented Thomas Blichfeldt, Sr. VP EMEA Sales, Conax. "This is an example of innovation directly resulting from actively monitoring and analyzing barriers that operators are facing to quickly expand their subscriber base. By reducing logistics time and providing an "instant on" experience, operators can quickly enroll new subscribers and benefit from retail sales opportunities in partnership with TV vendors".

The INSTANT ACCESS CAM supports CI+ 1.3 with chipset pairing and CI with and without chipset pairing. In addition, there is an option to embed the smart card securely inside the CAM to avoid having to manage two items. The INSTANT ACCESS CAM also implements the latest Conax 6.0 STB integration kit that provides direct support for CI+1.3 features.

The INSTANT ACCESS CAM will be showcased on SmarDTV booth is E11, Hall 10.2 at ANGA COM taking place in Cologne, Germany, 9-11 June 2015.

About SmarDTV

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures highly secure, interchangeable modules and also a wide range of innovative set-top boxes to provide pay-TV operators compelling and cost effective options to deploy their services. SmarDTV CAMs and STBs are used daily by millions of subscribers around the world. A founding member of [CI Plus Forum](#), SmarDTV is headquartered in Switzerland with development and sales offices in France, UK, Germany, and Singapore. Please visit www.smartdtv.com for more information.

About Conax

A part of the [Kudelski Group](#) (SIX:KUD:S), [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 enable operators with easy access to the OTT multiscreen arena. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 400 operators in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#) and [LinkedIn](#).

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Note to the editors

SmarCAM is plugged directly in the digital TV using the industry standard DVB-CI interface and the signal is always in digital format. No analog conversion or interface is necessary, providing improvement over traditional Set-Top Box connectivity that often uses SCART connectivity.

CI Plus is a technical specification that adds additional security and features to the proven DVB Common Interface Standard that will allow CI Plus compatible consumer electronic devices, such as Integrated Digital Televisions and Set-Top Boxes, access to a wide range of Pay TV Services via plug-in CI Plus Modules wherever the CI Plus Technology is supported by the local Pay TV Provider. More information on CI Plus (specification, implementation guideline, license agreement) is available at www.ci-plus.com.