



## Press Release

### **VTVcab, SmarDTV and Samsung deploy first Conax certified CI Plus Instant Access conditional access module solution in Vietnam**

- **Combining Samsung's latest generation integrated Digital TV (iDTV) with SmarDTV CI Plus Instant Access conditional access module (CAM).**
- **Co-promotion and branding between Vietnam Cable Television (VTVcab) and Samsung designed to facilitate access to VTV services without a STB.**
- **SmarDTV CI Plus Instant Access conditional access module (CAM) is based on Conax content security.**

**Hanoi, Vietnam, Seoul, Korea and Cheseaux, Switzerland –July 20<sup>th</sup>, 2015** – VTVcab, Vietnam's leading cable operator, SmarDTV, a Kudelski Group (SIX:KUD.S) company and Samsung Electronics, announced today that they will combine to bring to market an innovative solution to provide access to VTVcab PayTV services. VTVcab subscribers can now enjoy high quality content directly on their new Samsung Cable TV model without using a set-top box by simply inserting the newly developed CI Plus Instant Access conditional access module (CAM) from VTVcab. This CAM replaces the role of a traditional set-top box and provides an attractive alternative to new subscribers as they migrate to digital services.

"We hugely appreciate the trust and support shown by VTVcab to promote and deploy our CAM solution. SmarDTV Instant Access modules ensure that channels are directly accessible on integrated Digital Televisions (iDTVs) using one single TV remote control and that neither extra cables nor additional power is required," commented Gregory Laloy, APAC Sales Director of SmarDTV. "We are delighted also to partner with Samsung to promote this product which has been highly successful in enabling analog to digital migration in the Europe market."

"VTVcab is pleased to work with Samsung and SmarDTV, two world leaders in the Digital TV industry. Using this integrated digital TV + CAM combination gives us more flexibility to promote our attractive content in High Definition (HD) and future 4K compression," said Nam Bui, CTO of VTVcab.

"Samsung is delighted to work with VTVcab the leading Cable Operator in Vietnam, to bring users the best experience in HD quality picture in the country. Customers buying a Samsung DVB-C iDTV Model J5520 will get a voucher which will entitle them to obtain a CAM from VTVcab containing a smartcard and a free 6-month subscription of HD package which provides them with instant access to the VTVcab services when installed in the TV," said My Nguyen, Head of Samsung Vietnam AV Marketing Communication.

#### **About VTVcab**

VTVcab which stands for Vietnam Cable Television (formerly known as VCTV) is largest cable television network in Vietnam and a division of the national television VTV established in 1995. VTVcab offers a wide range of pay TV channels with plentiful contents including cartoons, dramas, music, news, sports, health, shopping, etc. Please visit [www.vtvcab.vn](http://www.vtvcab.vn) for more information.

#### **About Samsung**

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs,

smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).

### **About SmarDTV**

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures a large range of set-top box solutions and CI / CI Plus plug-in modules which enable access to premium digital pay-TV whether delivered through broadcast or broadband IP. A founding member of CI Plus Forum, SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, UK, USA, China, and Singapore. Please visit [www.smartdtv.com](http://www.smartdtv.com) for more information.

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### **Note to the editors**

SmarCAM is a module relying on the DVB Common Interface (DVB-CI) and CI Plus standards, that plugs directly in the digital TV to decrypt premium pay-TV content. It's a non-intrusive solution, very simple to install as it does not require any new wires and is invisible once setup. It is operated directly from the TV set's remote control to maximize the ease of use, no additional remote control is required. These modules are very power-efficient, for a lower environmental impact.

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, to access 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](http://www.ci-plus.com).