



Press Release

SmarDTV adds a simple but effective Fast-and-Easy Wi-Fi configuration button to its Wi-Fi CAM product, facilitating connectivity and take-up of pay-TV OTT services directly on TV sets.

- **Gives the consumer simple Wi-Fi connectivity with instant automated setup**
- **Brings additional pay-TV operator efficiency and cost savings as connectivity-related call-centre service calls are significantly reduced**

Cheseaux, Switzerland – September 8, 2016 – SmarDTV, a Kudelski Group (SIX:KUD.S) company, announces a significant technology addition to its ground-breaking Wi-Fi CAM product that is simplifying consumer connectivity and increasing take-up of value added pay-TV services directly on the TV. A 'Fast-and-Easy' configuration button has been added (push to connect), which is the connectivity system available in around two-thirds of today's deployed routers (WPS compliant). This smart addition removes cumbersome Wi-Fi connectivity as it avoids the need for the consumer to remember passwords that are manually entered via the companion device.

Pascal Lenoir, CEO of SmarDTV stated, "For the consumer, this fast and easy process is making OTT connectivity seamless, which encourages pay-TV service take-up. Let's not forget that this is a significant and operationally efficient upgrade that offers enormous cost savings to the pay-TV operator, as this brings a huge reduction in service calls for Wi-Fi connectivity issues." SmarDTV has assured that the new 'Fast-and-Easy' push button Wi-Fi CAM will, of course, remain compatible with all legacy routers that still require manual configuration to connect to the Internet.

The SmarDTV Wi-Fi CAM is a Wi-Fi enabled Conditional Access Module that turns any CI-Plus TV into an iDTV, bringing internet connectivity and allowing pay-TV operators to deliver premium pay-TV services on both broadcast and broadband OTT platforms with the same device. The end-user does not need to toggle between sources on the TV set and can seamlessly switch between live and VOD content while remaining in the pay-TV operator's environment. Following a very successful launch in 2015 and continued consumer uptake in 2016, the SmarDTV Wi-Fi CAM will see one million units deployed by the end of the year.

SmarDTV Wi-Fi CAMs will be displayed at IBC Show in Amsterdam on SmarDTV booth 1.C81 of the RAI Convention Centre, September 9-13, 2016.

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, UK, Germany and Singapore. Please visit www.smarDTV.com for more information.

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Note to the editors

SmarCAM is a module using the DVB Common Interface (DVB-CI) and CI Plus standards and that is plugged directly in the Digital TV to descramble and give access to premium pay-TV content. It's a non-intrusive solution, very simple to install as that does not require any new cables. It is operated directly from remote control of the TV set. 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.