

## **PRESS RELEASE**

**Visit us at IBC 2004 Hall 1 Booth 1.241**

### **NAGRAVISION'S LEADING SECURE AND INNOVATIVE DVB AND DSL PAY TV SOLUTIONS SHOWCASED AT IBC 2004**

*Key IBC highlights from Nagravision to include:*

- *MediaGuard CAS solution addressing specific security needs of Terrestrial Pay TV operators*
- *Complete range of Secure DVR solutions enabling Pay TV operators and Telcos to secure new revenue streams*
- *Nagravision superior User Access security and Content Protection on IP, DSL and Fiber Networks*
- *Nagravision single solution for Hybrid broadcast DVB and broadband DSL services*

**Cheseaux, Switzerland -- Sept. 11, 2004 --** At IBC 2004 (in Amsterdam, Netherlands, September 10 -14), Nagravision, the world's leading independent supplier of open conditional access, advanced management tools and integrated end-to-end solutions for cable, satellite, terrestrial, MMDS, FTTH and DSL operators will showcase a wide range of innovative Pay TV solutions.

Based on Aladin and MediaGuard CA systems, Nagravision's value-added solutions enable digital Pay TV operators and content providers to generate new revenue streams by implementing innovative services that include DVR solutions, Push VOD and VOD to securely deliver high value content to TVs, PCs or mobile devices.

Nagravision's stand will feature working demos of its solutions including:

- **ALADIN & MEDIAGUARD CONDITIONAL ACCESS**  
Aladin and MediaGuard, the world's leading Pay TV conditional access solutions, present, among other features, the newest DVR and Push VOD modules enabling Pay TV operators to secure new revenue streams.
- **MEDIAGUARD SOLUTION TO SECURE TERRESTRIAL PAY TV OPERATORS' REVENUE**  
A live demo will showcase Top Up TV UK's newest digital Pay TV platform on a low-cost, retail Thomson STB. This solution addresses the security needs of terrestrial Pay TV operators. It is designed for low-cost retail STB embedded with the MediaGuard CA or equipped with CAM modules and it offers optional PVR extension for high-end STB.
- **NAGRA BASIC DVR SECURITY**  
Nagra Basic DVR complete and secure solution for basic recording, allowing time shifting, instant replay and all trick modes, is integrated with both Aladin

and MediaGuard Nagravision CA systems. A demo will showcase the recording of content broadcast live from the Astra satellite and secured by Nagravision Aladin CA.

- **NAGRA DVR PUSH VOD SECURITY**  
Chosen by major Hollywood studios and already securing commercially deployed high value content, Nagravision complete solution for DVR-based Push VOD services with a typical DVR Push VOD STB will be showcased on the booth.
- **NAGRA HYBRID DVB / IP**  
Discover the benefits from the synergy between a broadcast TV service (satellite, cable or terrestrial) and an on-demand video service distributed through an IP DSL network using the same Nagravision content security and protection technologies. The solution will be demonstrated on a Novabase portal using a Technotrend hybrid STB (with DVB and IP DSL inputs) receiving broadcast DVB content from TVCabo's satellite feed and VOD content from a Kasenna local video server.
- **NAGRA IP**  
Nagra IP offers User Identification, Authentication, Content Pre-Encryption, Real-Time Content Encryption, DRM and Copy Protection, enabling multiple Pay TV, PPV, SVOD, TVOD, DVR and nPVR business models. In partnership with Amino STB, Cisco and Harmonic, a live demo will showcase a Pay TV-over-DSL service, using real-time IP scramblers integrated in Nagra IP DRM technologies.
- **NAGRA ON DEMAND**  
Nagravision complete VOD security solutions enables multiple VOD models, including Subscription VOD and Movie on Demand (Pay-per-Time or Pay-per-View) deployments.
- **NAGRA INTERACTIVE**  
Available on all major middleware platforms, see a complete set of the latest interactive applications including EPG and Mosaic, basic and advanced games and CRM applications presented by Nagravision's experienced network of Interactive TV partners including Fresh-it, HTTPV, Teleidea and Visiware.
- **LYSIS iDTV CONTENT MANAGEMENT**  
Lysis presents its renowned iDTV system for creating, managing and delivering transactional digital television services and featuring new DVR components.

### **About Nagravision**

Nagravision is the world's leading independent supplier of open conditional access, advanced management tools and integrated solutions for cable, satellite, terrestrial and MMDS, FTTH and DSL operators. These advanced solutions provide digital TV and content providers with the tools to operate and manage a wide range of pay TV offerings including pay-per-view, on-demand and interactive applications on multiple digital platforms. Nagravision Aladin and MediaGuard conditional access technologies are currently being utilized by more than 100 leading operators worldwide representing 50 million subscribers.

Nagravision is a division of the Switzerland-based Kudelski Group and has offices in the United States, Singapore, China, India, Brazil, France, Germany, Spain, the UK and Switzerland. The Kudelski Group (SWX "KUD") is part of the Swiss Market Index, which includes the top 26 blue chip companies in Switzerland. Kudelski stock is also listed on the Morgan Stanley Capital International Index.

For more information, please visit [www.nagra.com](http://www.nagra.com).

Press contacts:

Marie-Vincente Padeloup  
Communications Manager  
Nagra France  
+33 6 20 46 00 14  
[mvp@nagra.fr](mailto:mvp@nagra.fr)

Ivan Schnider  
Marketing & Communications Manager  
Nagravision  
+41 79 778 94 12  
[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

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