

**For Immediate Release**  
**NAB2007 – Nagravision Booth #SU7515**

## **Quative Debuts Next Generation Service Delivery Platform 2.0 at NAB2007**

*Award Winning SDP2.0 is Integrated with Leading Technology Partners*

**Las Vegas, USA and Cheseaux, Switzerland – April 16, 2007 – NAB2007 Nagravision Booth #SU7515** – Quative Limited, a Kudelski Group (SWX:KUD.VX) company, debuted its next generation service delivery platform at NAB2007. A recipient of the 2007 IPTV World Series Award, Quative SDP2.0™ enhances a service provider's ability to launch new interactive services and enables full control of the subscriber experience. Networks and applications supported now include cable, satellite, terrestrial, and IPTV. Leading client middleware and browser products from OpenTV (NASDAQ GM: OPTV) and ANT have been integrated with the new platform and are targeted for deployments in 2007. Solutions using SDP2.0 are being showcased at the Nagravision booth #SU7515.

Quative SDP2.0 powers the delivery of applications to set-top boxes including PVRs as well as PCs. Operators using the next generation platform can decouple the complexity of traditional broadband and IPTV solutions which typically have an exclusive relationship between client and server side solutions. SDP2.0 can deliver and manage its own reference applications, which are highly customizable, or applications from third parties.

Quative SDP2.0 forms a server side middleware solution for IPTV which is integrated with client middleware from OpenTV as well as other solutions offered in the market and available on a variety of IPTV set-top boxes. SDP2.0 also comes with a default reference application suite supporting OpenTV Core2™ and OpenTV HTML™.

Alan Guggenheim, President and CEO of OpenTV, said, "As the leading provider of set-top box middleware with OpenTV Core2 and OpenTV HTML, we are pleased to deliver a fully integrated solution with Quative SDP2.0 powering Quative's reference application suite." He continued, "OpenTV together with Quative and Nagravision deliver a compelling end-to-end software solution for IPTV."

Quative SDP2.0 has also defined an independent device and application layer API to standardize the software stack from set-top box vendors. The APIs feature support for browser-based applications as well as other client run-time environments such as Flash and Java. The platform is supported by leading commercial browser vendors such as ANT Galio and set-top box vendors such as ADB, Entone, NetGem, Tilgin, Technotrend, Wegener and Scientific-Atlanta.

Simon Woodward, CEO of ANT PLC noted, "We have been working closely with Quative to define the device-independent API supported by ANT which also supports a wide range of TV services. This collaboration tremendously simplifies the porting effort for set-top box companies. It gives operators a truly independent, best-in-class, browser-based application run-time environment."

SDP2.0 supports both classic IPTV closed network environments and open Internet content distribution models with an IP push/pull set-top box client. These clients can be combined with terrestrial, mobile, or satellite based broadcast services. A new service added to the platform is a session resource manager which connects standard industry video servers with cable networks. This service allows the on-demand content to be streamed over DVB and the application traffic to be managed over DOCSIS. This SDP2.0 feature has been integrated with OpenTV and NagraVision for use by YPSO/Numéricâble, the leading cable broadband operator in France, Belgium and Luxembourg, for the national rollout of its video-on-demand (VOD) and interactive TV services.

Sebastian Kramer, CEO of Quative said, "Quative SDP2.0 enlarges our target market beyond classical IPTV so we can bring the same service flexibility to cable, terrestrial and satellite service providers. Quative SDP2.0 is already deployed. Pre-integrating the platform with products from leading technology partners allowed us to maximally de-risk deployments supporting content protection, video servers, and MPEG-4 set-top boxes."

The platform now features "true wholesale capability" which allows multiple regional operators or independent ISPs to be served by a centralized application platform also supporting a central content protection system. Within this system, each independent operator or provider can manage and bill its own subscribers and can have its own customized user interface.

Quative SDP2.0 comes pre-integrated with NagraVision Lysis content and DRM management and NagralP content protection systems. The platform supports the industry's leading video server and encoding systems. The solution suite enables operators to provide a flexible, expandable set of distinctive features while securing a stable, reliable platform with a short time to market. A single workflow model allows Lysis CMS with SDP2.0 to manage both linear and on-demand MPEG-2/4 content to the TV, as well as, WM9 content to the PC with full DRM support.

Quative SDP2.0 is available now.

### **About the Kudelski Group and Quative Limited**

The Kudelski Group (SWX: KUD.VX), is a world leader in digital security. Its technologies are used in a wide range of applications requiring access control and rights management, whether for securing transfer of information (digital television, broadband Internet, video-on-demand, interactive applications, etc.) or to control and manage access of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland.

Please visit [www.nagra.com](http://www.nagra.com) for more information.

Quative Limited is a wholly owned subsidiary of the Kudelski Group and part of its Digital TV Division. Quative provides a next-generation award winning Service Delivery Platform, SDP2.0, in combination with a comprehensive Content Management System (CMS) from NagraVision/Lysis and acts as a specialized end-to-end IPTV solution integrator for service providers. Quative is focusing on telecom and Internet service providers launching new IPTV services or migrating to a next-generation IPTV solutions. Quative also offers a solution for cable and satellite/terrestrial pay TV providers deploying IPTV to seamlessly enrich the existing broadcast services.

Please visit new web site: [www.quative.tv](http://www.quative.tv) for more information.

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