



## PRESS RELEASE

### Quative Launches Next Generation IPTV Service Delivery Platform at NAB2006

**Las Vegas – April 21, 2006 – NAB2006 – Nagravision Booth #SU1976** – Quative Limited (Quative), a Kudelski Group (SWX:KUD) company, is launching and demonstrating Quative IPTV Service Platform (QSP), its next generation IPTV service delivery platform. As a service-oriented architecture, the new platform allows operators to provide a seamless IPTV service to subscribers' set-top boxes and other devices based on an open client software model. QSP enhances the service provider's ability to launch new IPTV services, enabling full control of the end user experience.

QSP comes pre-integrated with Nagravision Lysis content and DRM management and Nagra IP content protection systems. The platform supports the industry's leading video servers and encoding systems. The integration of proven, state-of-the-art components into a seamless solution suite will enable Nagravision IPTV customers to provide a flexible, expandable set of distinctive features while securing a stable, reliable platform with short time-to-market.

QSP is launching simultaneously with the Quative Reference Application Suite which provides a comprehensive set of base IPTV applications. Applications include an Electronic Program Guide (EPG) with DVR and TV-on-demand, video-on-demand (VOD), parental control, messaging, and e-mail. It is the first of its kind to fully leverage the capabilities of the new ANT Galio TV browser. This results in an end-user experience with the performance and graphical richness previously available only in native implementations. With this solution, subscribers enjoy the full benefit of portability, cost-effective web-based service development, and customization.

Pierre Roy, Kudelski Group Executive Vice President, Chief Operating Officer, Digital TV said, "The launch of the Quative IPTV Service Platform and its Reference Application Suite marks a significant step in the expansion of our IPTV solution suite. This suite supports customers launching or expanding their IPTV and hybrid IPTV-DVB services."

With QSP and its applications suite, service providers retain full control of their service ergonomics and hence can easily differentiate and innovate their service portfolio. Main platform features include:

- Device provisioning and detection
- Device and transaction authentication
- Billing data collection
- Subscription and policy management
- Service diagnostics and telemetry

Quative is demonstrating QSP at the Nagravision booth #SU1976 in conjunction with an MPEG-4, IPTV single chip set-top box supporting the next generation ANT Galio TV browser and client framework. In addition to its Quative Reference Application Suite, Quative is displaying interactive TV content such as "Tringo" and "Racing World" from YooMedia supported by the QSP.

"Service providers seeking to offer triple or quad play applications want to jump directly to the next generation of IPTV solutions. To support them, Quative Limited is working closely with partners to create, enhance, and integrate open end-to-end systems," said Sebastian Kramer, CEO Quative Limited. "The Nagravision booth at the NAB will showcase IPTV solutions enabled by our platform, applications suite, and services."

**About the Kudelski Group / Quative Limited**

The Kudelski Group ([www.nagra.com](http://www.nagra.com)) 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, and its stock is listed on the Swiss Market Index.

Quative Limited (Quative) was formed in the UK in October 2005 as a wholly owned subsidiary of the Kudelski Group in Switzerland and is part of its Digital TV Division. The business focus of Quative is the development and marketing of a next generation IPTV service delivery platform called Quative IPTV Service Platform (QSP) and to provide system integration services enabling end-to-end IPTV service provider solutions. Visit <http://www.quative.tv/> for more information.

**About ANT Software Limited**

ANT plc ([www.antplc.com](http://www.antplc.com)) is a leading provider of digital TV client and consumer electronic software solutions. ANT's unique client solutions allow robust and consistent delivery of digital-media, user interfaces, interactive services and applications to the TV and portable media devices. ANT enables service providers to efficiently create and deploy successful solutions to the market that deliver high value and clear differentiation.

**About YooMedia**

YooMedia plc ([www.yoomedia.com](http://www.yoomedia.com)) is one of the fastest growing interactive entertainment companies in the UK. Since 1997 it has been developing and launching leading B2C consumer brands in the gaming and community sectors. The company also works in a B2B capacity with leading brand owners, agencies, content developers and broadcasters to design and develop their interactive content strategies.

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