

Press Release

T-Com Innovation GmbH Selects Quative IPTV Service Delivery Platform for Interactive TV Pilot Project

- An interactive TV pilot project by T-Com Innovation GmbH is using the Quative IPTV Service Delivery Platform (SDP)
- Quative to demonstrate pilot services of the project at IBC2007 in the NagraVision – Kudelski Group stand #1.461
- T-Com is testing innovative services with limited number of subscribers
- T-Com project includes on-demand applications and free-to-air channels
- Quative IPTV SDP shortens the time it takes to develop and launch new IPTV applications

Cheseaux, Switzerland – September 03, 2007 – Quative Limited, a Kudelski Group (SWX:KUD.VX) company, is supplying its IPTV Service Delivery Platform (SDP) to T-Com Innovations GmbH, a wholly-owned subsidiary of Deutsche Telekom, for an interactive TV pilot project. A demonstration of the Quative powered T-Com Innovation GmbH interactive TV pilot services can be seen on the NagraVision – Kudelski Group stand #1.461 at the IBC2007 trade show in Amsterdam.

“With this interactive TV pilot we are testing innovative service concepts with a limited number of subscribers under real deployment conditions,” said Thomas Staneker, SVP of T-Com Innovation GmbH. “The Quative IPTV platform allows us to easily support multiple application partners for a host of new interactive services.”

Besides the next generation Quative IPTV SDP, the pilot is using the hybrid ADB-3810TW set-top boxes supporting IP on-demand applications and DVB-T free-to-air channels.

“We are delighted to work with T-Com Innovation GmbH and its chosen set-top box providers to support them in the development of new IPTV services,” stated Sebastian Kramer, CEO of Quative Limited.

The Quative next generation IPTV SDP is based on the industry leading "Service Oriented Architecture" approach where core Java services are fully published to application developers on the server side. Different embedded client application environments such as browser, Flash Macromedia, SVG, or Java for different devices can be supported on a case-by-case basis using independent APIs to ensure the portability of such applications across different vendors' devices. Using the Quative platform and its server and client side open developer program shortens the time it takes to develop a new IPTV application and provides a quicker time to market for new and innovative services.

Visit www.dualplayplus.de for more information on the interactive TV pilot project.

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 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 (SDP), 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 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 www.quative.tv for more information.

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