

For Immediate Release

**Nagravision and G&D Introduce World's First Fully Operational and End-to-End Solution based on MicroSD/SD Card with Embedded Security for Mobile TV Services and Mass Storage**

- Nagravision and Giesecke & Devrient (G&D) team to revolutionize the mobile TV sector
- "My Mobile TV Card" is the world's first fully functional and integrated microSD/SD card with embedded security for mobile TV services and mass storage running on the commercially available portable TV media player from Quantum
- Innovative solution allows operators to provide even more revenue-generation services while offering a card that bridges mobile phones and unconnected devices
- The easy-to-use memory card provides full portability for both live access and recorded content

**Cheseaux, Switzerland and Munich, Germany – 7 September 2007** – Nagravision, a Kudelski Group (SWX:KUD) company and the world's leading independent provider of value-added content and service protection solutions, and Giesecke & Devrient (G&D), a leading provider of smart card-based solutions and technologies, have joined forces to revolutionize the mobile TV sector and today introduce the world's first fully functional and integrated microSD/SD card with embedded security featuring the Nagra Mobile TV security solution. The "My Mobile TV Card" enables operators to offer considerably more revenue-generating services including personal video recorder (PVR), impulse pay-per-view (IPPV) and push video-on-demand (VOD).

Ensuring secure storage and administrating the user's rights, while enabling standard mass storage, offers consumers a bridge between their mobile phones and their "unconnected devices" such as personal navigation devices and portable media players. The easy-to-use memory card provides full portability for both live access and recorded content. This innovative approach for bridging unconnected devices targets an emerging and promising segment of the market.

With the advent of this new card for mobile TV security, Nagravision and G&D are bringing benefits to operators that include

- supporting full portability for both live access and recorded content (PVR),
- creating a bridge between handset and non-voice handheld device,
- providing removability and upgradability for security,
- better marketing with visibility of the operator's brand, and
- a better user experience overall, which positively affects the average revenue per user (ARPU) and reduces churn.

"Nagravision is once again delivering a value-added product based on its vision of secure solutions for the convergence of entertainment media. Combining a Nagra security solution with a user friendly form factor that's been already deployed and adopted by consumers provides an excellent user experience in the Mobile TV market," said Adrienne Corboud, Executive VP of Business Development at Kudelski Group.

"Smart card technology ensures the highest security for mobile pay-TV systems. With our mobile TV card we developed an innovative solution for conditional access systems on the basis of our comprehensive smart card and security know-how. The "My Mobile TV Card" is an ideal platform for secure content storage and user rights management not only for broadcast network operators, but also for content providers," commented Marcus Rosin, Group Vice President at G&D's division New Business.

"By integrating forefront technologies from leading partners into our products we can provide our customers with the most advanced solutions for their personal entertainment. Doing so is in Quantum's chromosomes and we enthusiastically support our partners by turning their technological innovations into working products," said Stefano Martini, CEO at Quantum.

The Nagravision solution based on G&D's mobile TV card will be unveiled at the IBC2007 trade show from September 7 – 11, 2007 on the Nagravision stand 1.461 and IP 154 in the Mobile Zone. A demonstration features the card working in a Quantum QTM1000 portable TV media player.

### **About the Kudelski Group and Nagravision**

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.

Nagravision, a Kudelski Group company, is the world's leading independent supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 100 leading Pay-TV operators worldwide securing content delivered to over 77.5 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

### **About Giesecke & Devrient**

Giesecke & Devrient (G&D) is a technology leader in the field of smart cards, providing smart card based solutions for telecommunications, electronic payment, health care, ID, transportation, and IT security (PKI). G&D is also a leading producer of banknotes and security documents and is dominant in the field of currency automation. Based in Munich, Germany, the G&D group has subsidiaries and joint ventures around the world. In fiscal 2006, the Group employed close to 8,300 people and generated revenue of almost €1.3 billion. Please visit [www.gi-de.com](http://www.gi-de.com) for more information.

### **About Quantum**

Quantum develops innovative, high quality and reliable multimedia digital devices for the up-coming mobile entertainment market. The Quantum DVB-H Portable TV Media Player is the unconnected device adopted as a reference standard by major broadcasters and MNOs for commercial and trial services worldwide . Based in Milano, Italy, with a product catalogue that focuses on Mobile and Personal TV, Quantum has the objective to make it simple to consumers to enjoy the preferred video entertainment content “anywhere”, “anytime” and “media independent”. Please visit [www.qtm.it](http://www.qtm.it) for more information.

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