

DRAFT PRESS RELEASE

NAGRAVISION SELECTED BY HYA, TAIWAN'S LARGEST INDEPENDENT CABLE OPERATOR, FOR LAUNCH OF DTV SERVICES

- ***HYA, Taiwan's largest independent cable television operator, to digitize its network and roll-out advanced digital services secured by NagraVision's next generation Conditional Access solution***
- ***NagraVision will act as lead integrator and be responsible for the delivery of the secure end-to-end DTV infrastructure***
- ***This new selection confirms the leading position NagraVision holds for CAS and DTV system integration in Taiwan with four of the major cable operators using NagraVision technology***

Cheseaux, Switzerland – October 18th, 2010 - NagraVision, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of value-added content protection solutions, announced today that it was selected to secure the roll-out of advanced digital services for Hsin Yeong An Cable TV Co, LTD (HYA), the largest independent cable television operator in Taiwan with more than 200,000 subscriber households.

HYA currently delivers analog TV services and cable modem broadband service to its subscribers and will digitize its network in 2011 in the framework of the country's digitization project. This analog to digital move will enable HYA to enhance their offering and provide advanced DTV services to their viewers secured by Nagra Media Access, NagraVision's state-of-the-art conditional access solution. Services will include high definition, interactive applications, time-shifted TV, and PVR. The DTV infrastructure will also allow the operator to add more advanced services over time.

"This new roll-out is a major milestone in our offering, allowing us to add key services that viewers have now come to expect in television," said Mrs Lai Guan Ling, General Manager of HYA. "We look forward to working with NagraVision throughout the integration project and delivering our new services to our subscribers through their robust security solution and leveraging the team's experience in system integration and deployments in the region."

"We are excited to partner with HYA in their move from analog to digital and enable them to expand their offering with new, advanced and compelling services that will enrich the viewing experiences of their subscribers," said Mike Ivanchenko, NagraVision SVP Sales & Operations APAC. "This selection is also key in that it demonstrates the scalability of our solution, which can benefit all types of cable operators. Independent operators such as HYA have a different focus on the digital service they wish to provide as their services are typically more customized to cover the characteristics and interests of specific subscriber groups - our solution can easily meet those needs."

HYA's new offering will include premium content, SD and HD services, triple play bundling with cable modem and VoIP service and interactive television services secured by Nagra Media Access.

Nagravision already offers security solutions to three other major cable operators in Taiwan including China Network Systems, kbro, and TBC.

About Hsin Yeong An Cable TV Co, LTD

Founded in 1994, Hsin Yeong An (HYA) is a public cable television company in Taiwan, providing cable television services to fifteen towns and regions located in southern Taiwan. HYA is robustly and well managed with steady and sustaining business growth. Given its outstanding operating performances made by the solid management team, it was awarded as the 28th of "Top 100 Fastest-Growing Enterprises in Taiwan" by Common Wealth Magazine in 1999.

Since HYA officially launched its next generation service in 2000, the company has constructed high quality hybrid offer coaxial network (HFC), and is classified as Type 1 telecommunication service provider. At present, the company is aggressively building up a two-way regional network and developing facilities towards more advanced network services through fiber optic transmission infrastructure. It commits to provide customers with high quality cable television and broadband Internet services.

About the Kudelski Group and Nagravision

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit www.nagra.com for more information.

Nagravision, a Kudelski Group company, is the leading 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 120 leading Pay-TV operators worldwide securing content delivered to over 133 million active smart cards and devices. Please visit www.nagravision.com for more information.

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