



## PRESS RELEASE

### NAGRA OPENTV NX WINS TV INNOVATION AWARD FOR ADVANCED USER INTERFACE

- *Nagra's cross-device user experience wins "Advanced User Interface" Award at TV 3.0 conference*
- *Nagra OpenTV nX™ enables DTV service providers to provide a consistent and simple interface model for accessing any form of content on any device*
- *Platforms supported include TV, PC, mobile and tablet*

**Cheseaux, Switzerland – December 20, 2010** – Nagra-Kudelski, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of value-added content protection and multi-screen television solutions, announced today that its Nagra OpenTV nX cross-device user experience won the 2010 TV Innovation Award in the category of "Advanced User Interface." The annual award ceremony was held in Los Angeles on December 7<sup>th</sup>, 2010, during the TV 3.0 – Innovations in TV and Content Delivery Conference and honors the most groundbreaking companies that are shaping the future of television.

With the myriad of content choices facing consumers today - from linear TV, timeshifted TV, video-on-demand and Internet video, Nagra OpenTV nX simplifies the process of content discovery through an easy-to-use and consistent user interface. It places video content where consumers want it and combines recommendations, universal search and social networking to expose relevant, rich and exciting content.

Nagra OpenTV nX provides a simple cross-device interface through which different content types and sources can be universally accessed. Built to work with a five -button remote control, it ensures a true "heads-up" experience for consumers.

"It is an honor to receive this prestigious award and to be recognized for our innovative efforts in delivering a multi-screen user experience," said Ivan Verbesselt, Nagra-Kudelski's SVP of Marketing. "The end-user experience and the ability to brand it across platforms is a key differentiator for DTV service providers, allowing them to make it easy for consumers to access the content they want. The service provider who is able to offer this key feature will win the ongoing customer relationship."

#### **Competitive advantage for operators**

As the TV industry evolves to a true on-demand experience, Nagra OpenTV nX offers service providers an out-of-the-box user experience that has been widely tested for consumer use and acceptance. Alternatively, service providers can customize Nagra OpenTV nX to create a new look and feel utilizing the same underlying functionality. Either approach brings benefits to a service provider, including:

- Reduced churn through customer satisfaction
- Increased ARPU through increased purchase rates
- Increased margin through an easy access to a broader content offering
- Shortened time-to-market for advanced features

Available today, Nagra OpenTV nX continues to evolve as new devices are added to the consumer mix and new technologies become available that appeal to consumers, advertisers and digital television service operators. To find out more about Nagra OpenTV nX, please click [here](#).

### **About the Kudelski Group and Nagra-Kudelski**

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

Nagra-Kudelski, 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.nagra.com](http://www.nagra.com) for more information.

### **Contacts**

Ivan Schnider  
Nagra-Kudelski  
Marketing Communications  
+41 21 732 09 40  
[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

Christine Oury  
Nagra-Kudelski  
Marketing Communications  
+1 415 962 54 33  
[christine.oury@nagra.com](mailto:christine.oury@nagra.com)