



## Communiqué de presse

### **VALUABLE GROUP'S MOVIEBEAM FORGES PARTNERSHIP WITH NAGRAVISION TO PROVIDE STUDIO-APPROVED SECURITY SYSTEM FOR MOVIE DOWNLOADS**

**Seattle, WA., Los Angeles, CA., Mumbai, India, and Cheseaux, Switzerland– October 2<sup>nd</sup>, 2008** – In its first major deal since acquiring MovieBeam, Mumbai-based Valuable Group has reinvigorated MovieBeam's relationship with Nagravision, a Kudelski Group company (SWX:KUD.VX), and the world's leading independent provider of content protection and value-added service technology. The new agreement between Nagravision and Valuable Group will provide state-of-the-art, secure conditional access for MovieBeam's set-top boxes, and was announced today by Ameya Hete, Executive Director, Valuable Group and CEO, MovieBeam and Pierre Roy, EVP of the Kudelski Group and COO, Nagravision.

A pioneer in the field of conditional access systems (CAS), Nagravision uses the most efficient encryption technologies to provide groundbreaking content security, ensuring that the contents of a MovieBeam set-top box is protected from illegal use or piracy. Headquartered in Switzerland, Nagravision maintains partnerships with more than 120 leading Pay-TV operators worldwide securing content delivered to over 92 million active smart card and devices.

"In using this studio-approved technology to protect movies and content, Nagravision is providing an invaluable service to our content partners and Moviebeam customers," said Hete. "We couldn't be more pleased to reinstate the union with one of the most highly-regarded, top-notch conditional access companies."

The Valuable Group plans an initial investment of \$100 million over the next two years for MovieBeam's relaunch in North America, the United Kingdom and other overseas markets. Plans also include delivering films in high definition, and offering viewers access to library films as well as the latest releases.

"Valuable Group's re-launch of MovieBeam comes at a time when consumers are ready for more viewing choices than ever before. The portability of the MovieBeam set-top box makes it an attractive option for consumers," said Roy. "It is an honor to be selected again to protect the MovieBeam content and to provide our expertise in the Pay-TV industry on this exciting project."

The Valuable Group, known for its success in rapidly building and operating numerous media and entertainment initiatives, pioneered and runs the largest satellite based digital cinema network in the world (UFO Moviez). With offices worldwide, Valuable Group has

expanded its presence to include Los Angeles as well as a MovieBeam development facility in Seattle.

### **About Valuable Group**

The Valuable Group of Companies operates in primarily three industry verticals – media, technology and infrastructure. Valuable has many firsts to its credit. After launching India's first Infrastructure Business Process Platform for the gaming industry, Valuable Group went on to launch UFO Moviez, India's first and the world's largest digital cinema network servicing over 1,200 theatres. Valuable Group has made pioneering technology-based business innovations the cornerstone of the group's success formula. UFO has been acclaimed by the film fraternity and has won several accolades and awards internationally including:

- IIFA award for Technology Innovation in Indian Cinema at Yorkshire 2007.
- Technopreneur of the year award at Global Entrepolis @ Singapore – a joint award by the Asian Wall Street Journal and the Government of Singapore.
- Nominated for the E & Y entrepreneur of the year award.

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

The Kudelski Group (SWX: KUD.VX) 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. For more information, please visit [www.nagra.com](http://www.nagra.com)

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 92 million active smart cards and devices. For more information, please visit [www.nagravision.com](http://www.nagravision.com)

### **Contact**

Melissa Zukerman  
Principal Communications Group  
+1 323 658 1555  
[melissa@pcommgroup.com](mailto:melissa@pcommgroup.com)

Ivan Schnider  
Nagravision Head of Marketing & Communications  
+41 21 732 09 40  
[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

Dawn Danaher  
Media Relations for Nagravision Americas  
+1 714 378 5841  
[nagra@ariesmm.com](mailto:nagra@ariesmm.com)

Kudelski Group investors and analysts contact  
Santino Rumasuglia  
Head of Investor Relations  
D +41 21 732 01 24  
F +41 21 732 31 44  
[santino.rumasuglia@nagra.com](mailto:santino.rumasuglia@nagra.com)