



## Press Release

### **Nagravision and iPanel Partner to Bring Enhanced End-to-End Solutions to Operators in China**

- Partnership combines market-leading security solution for DTV market with the most widely adopted interactivity solution in China
- The companies are co-developing easy-to-deploy reference designs
- Non-exclusive agreement between companies provides more choices to operators

**Shenzhen, China and Cheseaux, Switzerland – March 23, 2010** – Nagravision, a Kudelski Group (SIX:KUD.VX) company and the world's leading independent provider of value-added content protection solutions and iPanel Technologies, Ltd., a leading set-top box, interactive applications provider in China, announced today that they are bringing enhanced end-to-end solutions to pay TV operators in China.

The partnership combines Nagravision's world's leading conditional access (CA) and digital rights management (DRM) technology for the digital television market with iPanel's most widely adopted interactivity solution in China. iPanel will act as strategic partner for Nagravision in China. The non-exclusive agreement between companies will provide more choices to operators in the country.

Both companies have extensive experience in set-top box porting and qualification and are already co-developing easy-to-deploy reference designs for a mix of foreign and local chipset platforms. The two companies will work together to offer new solutions addressing all pay TV market segments in China that are easy to implement and integrate, ensuring fast time-to-market.

"Consumers are increasingly looking for on-demand content and interactive applications. The operators who provide these services will increase subscriber loyalty and maintain a competitive edge," said Morris Zhang, Vice President and Regional Manager China at Nagravision. "We are very pleased to partner with iPanel, one of China's most experienced providers of DTV interactive applications. iPanel's expertise to customize, support and maintain multiple software solutions with many set-top box vendors, their sales and support channel in place coupled with the integration of our market leading security solutions is a win-win for both companies and more importantly, it is a win for operators."

"Whether delivering digital video to a television, PC or mobile phone, securing the content and access to those services are key requirements for service longevity and profitability," said Xu Jiahong, President for iPanel Technologies. "We are proud to be partnering with Nagravision and contribute to offering more Chinese pay TV operators the opportunity to benefit from the most innovative security solutions available in the market."

Nagravision delivers the broadest range of scalable and flexible security solutions in the market ranging from card based solutions to embedded and removable security. Nagravision's end-to-

end solutions deliver and protect TV content while supporting interactive applications, on-demand services and home networking content delivery.

#### **About iPanel Technologies Ltd.**

iPanel is a software technology company that provides products and services to digital broadcast television and IPTV markets around the world. iPanel provides software solutions and related services to operators, content providers, electronic manufacturers and semiconductor companies, by offering the technology to develop a customizable interactive entertainment experience for the end user product. iPanel has now grown to become the leader for Digital Cable TV set-top box middleware in the Chinese market and has a substantial worldwide market share in IPTV client software. Please visit [www.ipanel.tv](http://www.ipanel.tv) for more information.

#### **About the Kudelski Group and NagraVision**

The Kudelski Group (SIX: 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. Please visit [www.nagra.com](http://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 124 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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