

Press release

Samsung and Nagravision Bring More Interactive Web Services and Video Content to Consumers' Televisions

- Partnership between the two companies will increase the number of web-based applications to owners of select 2010 Samsung HDTVs, Blu-ray Players and Home Theater systems via the upgraded Internet@TV – Content Service
- Nagravision's content publishing tools make it easy for content publishers to create their own applications for Samsung Apps, the world's first HDTV-based application store

Cheseaux, Switzerland – February 4th, 2010 - Nagravision, a Kudelski Group (SIX:KUD.VX) company is partnering with Samsung Electronics America, a market leader and award-winning innovator in consumer electronics, to provide TV applications that bring more interactive web services and video content to consumers. As a result of the partnership with Nagravision, consumers will have access to more interactive and compelling applications on Samsung Apps, the world's first HDTV-based application store where users can download and purchase applications from select 2010 Samsung HDTVs, Blu-ray Players and Home Theater Systems via the upgraded Internet@TV – Content Service.

Part of a complete solution, Nagravision's content publishing tools provide simple application templates for creating and publishing applications on Samsung Apps.

"Given the trend toward viewing web services and video content on multiple devices, it is obvious that there is a market need to allow consumers to access web content on their connected devices. Our content publishing tools make it easy to bring web services and video content to consumers, today," said Yves Pitton, SVP Corporate Development at Nagravision. "Accessing personalized applications on their widescreen TV's will enable consumers to discover a richer TV experience in the comfort of their living-room."

Nagravision developed applications using the content publishing tools to deliver video content from Fashion TV and Travel Wizard. Both applications were demonstrated on Samsung's latest HDTVs at the 2010 International Consumer Electronics Show in Las Vegas, and they will be available on select Samsung HDTVs, Blu-ray players, and Home Theater Systems that feature the Internet@TV – Content Service later this year.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, digital imaging products, refrigerators and washing machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. Please visit www.samsung.com 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 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 114 million active smart cards and devices. Please visit www.nagravision.com for more information.

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