



PRESS RELEASE

SMARDTV LAUNCHES SMARCAM-3 ITALIA HD CONDITIONAL ACCESS MODULE FOR ITALY HIGH DEFINITION (HD) SERVICES

- **SmarCAM-3 Italia HD enables premium high definition pay-per-view TV services to be viewed without a set-top box**
- **SmarCAM-3 Italia HD uses CI Plus technology to add security and features to the proven DVB Common Interface standard already deployed massively in Italy**
- **The combination of a digital-ready TV set with SmarCAM-3 Italia HD has a significantly lower power consumption than a TV set with a set-top box and enables the reception of HD services**
- **The product is already available for sale via TV manufacturers that have been certified with either Silver or Gold labels by DGTVi**

Cheseaux, Switzerland – 10 September 2010 – SmarDTV, a Kudelski Group (SIX: KUD.S) company, today announced the availability of a new HD Conditional Access Module (CAM) for Italy. SmarCAM-3 Italia HD offers TV viewers who have subscribed to services such as Mediaset Premium, Dahlia TV, and Pangea the ability to watch their high definition programs directly on their HD digital-ready TV sets without the use of an external set-top box.

SmarCAM-3 Italia HD supports two smart cards simultaneously – one of standard size and one of SIM size. The end-user can view content from multiple services as conveniently as changing channels, without having to exchange smart cards or CAMs.

The combination of a digital-ready TV set with SmarCAM-3 Italia has a significantly lower power consumption than a TV set with a set-top box. Furthermore, the SmarCAM-3 Italia HD slides into the TV with a perfect fit, offering consumers added comfort as neither additional cable wires nor remote control are needed.

Over the past two years SmarDTV has worked closely with major TV set manufacturers, Italian broadcasters Mediaset, Dahlia TV, and Pangea as well as the DGTVi committee representing all TV broadcasters in Italy to specify, implement and test the new CI Plus specifications in Italy in order to add extra security and features to the successful and very popular DVB Common Interface standard. The result of these efforts is not only the SmarCAM-3 Italia HD product, but also a set of implementation guidelines, an interoperability partner program, and a broadcaster certification process – the sum of which offers TV manufacturers a fair way to sell HD pay-TV capable products in Italy, and which offers end-users the assurance that their new purchases are easy to use and work without problems.

“We have been very successful in enabling analog switch-off and conversion to digital services using CAMs and integrated digital TVs and we are now delighted to extend this same model to cover the reception of high definition signals with the latest CAM technology, CI Plus,” said Alberto Sigismondi of DGTVi. “The launch of certified HD CAMs with DGTVi certified Gold and Silver label TV sets in Italy offers Italian subscribers the easiest way to receive high definition Pay TV services.”

Eric Chaubert, CEO of SmarDTV, commented “We are delighted with the success of our CAM products in Italy to date and we believe that the extension to HD services is the logical next step. The successful eco-system of Italian operators, the DGTVi labelling system and iDTV manufacturers have been instrumental in making this possible and we are confident that success will continue with HD services being introduced with SmarCAM-3 Italia HD now.”

SmarCAM-3 Italia HD is available immediately, offered to consumers as a "bundle" with digital-ready TV sets from all major manufacturers that have been certified by DGTVi.

For further information on SmarCAM-3 Italia HD, visit us at IBC 2010, Hall #1, Stand 1.C81

About the Kudelski Group and SmarDTV

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.

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures highly secure, interchangeable modules and associated enabling technologies, which provide an attractive alternative to set-top boxes to access digital Pay-TV by requiring only one remote control, offering much lower energy consumption and not requiring extra cables. SmarDTV CAMs and CableCARDS are used daily by millions of subscribers around the world. A founding member of CI Plus Forum, SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, and Singapore. Please visit www.smartv.com for more information.

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Note to the editor

SmarCAM-3 is plugged directly in the digital TV using the industry standard DVB-CI interface and the signal is always in digital format. No analog conversion or interface is necessary, providing improvement over traditional Set-Top Box connectivity that often uses SCART connectivity.

CI Plus is a technical specification that adds additional security and features to the proven DVB Common Interface Standard that will allow CI Plus compatible consumer electronic devices, such as Integrated Digital Televisions and Set-Top Boxes, access to a wide range of Pay TV Services via plug-in CI Plus Modules wherever the CI Plus Technology is supported by the local Pay TV Provider. More information on CI Plus (specification, implementation guideline, license agreement) are available on www.ci-plus.com.

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