

Press Release

SmarDTV, NAGRA and Samsung introduce the world's first CI Plus module with DRM for enabling OTT services directly to connected TVs

- **For the first time pay-TV operators and service providers can deploy their over-the-top (OTT) video-on-demand (VOD) services directly to Samsung connected iDTVs using their chosen security system embedded in a CI Plus SmarCAM module.**
- **Turnkey solution for OTT VOD based on standard CI Plus using NAGRA PRM, NAGRA's software based, operator-controlled DRM for security and content protection, HbbTV applications with adaptive bitrate streaming for content delivery over IP networks.**
- **The use of open standards for security and applications allows operators to customize their offerings in a homogenous manner for any connected TV.**

Cheseaux, Switzerland – September 3rd, 2012 – SmarDTV and NAGRA, both Kudelski Group (SIX:KUD.S) companies and Samsung Electronics Co. Ltd, today announced that they have successfully combined CI Plus and HbbTV with DRM to enable video-on-demand for over-the-top (OTT) networks directly to iDTVs without the use of a STB. The system integrates the popular NAGRA Gravity User Interface running in HbbTV on Samsung 2012 TV models allowing NAGRA PRM protected content be streamed over IP to the TV using adaptive bitrate streaming and then descrambled by the CI Plus SmarCAM module from SmarDTV. The solution is fully compliant with CI Plus v1.3 and uses open standard interfaces including the Open IPTV forum (OIPF) DRM interface.

“We believe that the addition of OTT IP based video-on-demand using DRM to our CI Plus SmarCAM portfolio is providing operators, service providers, and consumers with a real option for ensuring the security, renewability and interoperability of their OTT video services” said Conor Ryan, Vice President of Marketing at SmarDTV. “By adding DRM to the successful CI Plus specification we have the ideal solution for operators wishing to securely deploy VOD using IP networks. The use of a CAM for DRM allows the security provider to ensure maintenance and upgrades of the security system separately from the host device and provides an operator-controlled hardware based root of trust solution to the operator.”

“Using CI Plus modules to secure OTT services with DRM enhances the value to consumers of Samsung connected TV sets” commented John Adam, Head of Business Development and Industrial Affairs at Samsung Electronic Research Institute (UK). “It allows the DRM solution providers the ability to customize their solutions independently from the TV host and it provides operators greater reach to products in the consumer home through use of the CI Plus industry standard.”

Jean-Michel Puiatti Vice-President of Multiscreen at NAGRA said “The pay-TV industry requires that high security standards be maintained over long timescales, and premium content solutions require hardware root of trust to augment the security. The proposed CI Plus solution allows our customers to manage security with increased predictability in terms of maintenance costs and responsibility towards content providers. It adds a significant contribution to the range of secured open devices that NAGRA end-to-end multiscreen solution supports.”

SmarDTV, NAGRA and Samsung expect deployments of the solution could take place in 2013.

The technical implementation makes use of a combination of industry standard CI Plus V1.3 combined with elements of OIPF and HbbTV details of which can be made available to interested parties. The implementation is fully complimentary to ongoing work in DVB to develop DRM extensions to its v1.4 CI Plus Specification.

The OTT VOD SmarCAM-3 solution will be demonstrated at the IBC 2012 show in Amsterdam on SmarDTV and NAGRA booth 1.C81. The solution will use CI Plus v1.3 modules along with HbbTV v1.1 with interfacing between the application and the SmarCAM module provided using standard OIPF (Open IPTV forum) defined interfaces. Content protection will be provided by NAGRA PRM and delivery will be via adaptive bit-rate streaming. The integrated end-to-end solution is demonstrated on Samsung TV implementing these standards.

About SmarDTV

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.

About NAGRA

NAGRA, the digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multi-screen user experience solutions for the monetization of digital media. The company offers content providers and DTV operators worldwide with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Its services and content protection technologies are used by 120 pay-TV operators, securing content delivered to over 150 million active smart cards and devices. Its advanced user experience solutions are integrated in over 165 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications. Please visit www.nagra.com/dtv for more information and follow us on Twitter at @nagrakudelski.

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Note to the editors

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) is available at www.ci-plus.com.