



Press Release

Over Two Million SmarDTV CableCARDS Deployed Worldwide

- SmarDTV opens new regional office in Seoul, Korea
- SmarDTV's CableCARDS reach over 70% market share in Korea

Cheseaux, Switzerland – September 30th, 2008 – SmarDTV, a Kudelski Group company (SWX:KUD.VX) and the leading removable device security company, today announced that more than 2 million of its CableCARDS have been deployed worldwide. SmarDTV also announced the opening of a new regional office located in Seoul. The office will provide first level field application support to the major operators in Korea. Current customers include Broadband Solutions Inc, CJ HelloVision, C&M, QRIX and GS Gangnam Broadcasting.

"We are opening this new office to further demonstrate our long term commitment to the Korea market and to better serve our key customers in the country. It is an honor to provide our services to this growing market and we couldn't have made this exciting milestone without our customer's support and trust," said Eric Chaubert, CEO of SmarDTV.

SmarDTV CableCARDS are used by major operators in the US and Korea. To highlight increasing demand for this technology, over 600,000 cards were shipped in 2007 alone.

Approximately the size of a credit card, SmarDTV's CARDS allows consumers to view and record digital cable television channels on digital video recorders, personal computers and televisions without the use of other equipment such as a set-top box. The cards replace the security function in set-top boxes and provide the means required by cable operators to secure and protect the digital content by ensuring that only authorized viewers may access that content.

Compliant with both DVB and OpenCable specifications, SmarDTV CARDS may be used in full bidirectional (2-way) commercial networks enabling interactive applications such as pay-per-view (PPV), video-on-demand (VOD) and gaming. The cards support both SD and HD television programming.

SmarDTV team members are active on standards boards and forums. The company is a founding member of the CI+ forum in Europe, listed as a co-author and initiator of the DVB and OpenCable specifications and an active participant in the U.S. Interoperability Forum and OpenCable specifications. Solutions produced by SmarDTV may support Smartcards or software CAS as well as SIM-card and BGA (chip on board) options (depending on operator preference).

About the Kudelski Group

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. Please visit www.nagra.com for more information.

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 authorized access to scrambled television services. SmarDTV CAMs and CableCARDS are used daily by millions of subscribers around the world. SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, Singapore and Korea. Please visit www.smartv.com for more information.

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