

## Press release

### **Samsung and SmarDTV bring pay-TV services to Italian televisions**

- All Samsung TV sets will be sold in Italy with bundled SmarCAM Italia and a Mediaset smart card
- SmarDTV's SmarCAM will be sold under the Samsung brand
- Samsung's Italian distribution network covers over 700 retail locations
- With SmarCAM Italia TV viewers can watch their programs directly on their digital-ready TV sets without needing any other external equipment

**Cheseaux, Switzerland – 3 July 2008** – Continuing the strong momentum of TV manufacturers using SmarCAM Italia, SmarDTV, a Kudelski Group (SWX:KUD) company, today announced that Samsung has achieved DGTVi certification and will offer SmarCAM Italia together with its TV sets in Italy. Samsung has also bundled a Mediaset smart card with the SmarCAM Italia, thus providing consumers with superior ease-of-use and many hours of premium TV viewing.

When used together with a DGTVi-certified TV set, the SmarCAM Italia offers TV viewers who have purchased credit on Mediaset, La7, and Pangea the ability to watch their programs directly on their digital-ready TV sets without the use of an external set-top box. The first Samsung TV sets with a bundled SmarCAM Italia will be available in electronic retail stores in July 2008. In addition these TVs will come with a smart card giving access to Mediaset premium services.

"The decision by Samsung to bundle SmarCAM Italia and Mediaset smart cards is a turning point: The conditional access module passes from niche to mass market status. A CAM can now become an essential TV accessory", said Eric Chaubert, CEO at SmarDTV. "Being compatible with the full range of Samsung TVs in Italy and being present throughout the full Samsung retail distribution network means that every Italian can benefit from this exceptional offer."

"Samsung has decided to make digital pay-TV simple in Italy," said Sandro Sciaky, Samsung Italy. "By bundling SmarCAM Italia and a pre-loaded Mediaset smart card with our full range of TVs, our Italian customers can immediately use our high quality products to access the Mediaset services – no need to wait to register or purchase a STB or other equipment – Mediaset has provided cards with a period of free viewing and we believe this is a fantastic offer to our customers."

Alberto Sigismondi from DGTVi said, "Samsung is the market leader in Italy and is shipping approximately 1Million TVs per year. It is extremely gratifying to see Samsung adopting the 'bollino bianco' across its entire product range and this decision is of huge importance in the digital transition that is currently being undertaken in Italy. The 'bollino bianco' gives buyers confidence that the products work as expected and the huge distribution weight of Samsung will accelerate adoption."

#### **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](http://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, and Singapore. Please visit [www.smarttv.com](http://www.smarttv.com) for more

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### Note to the editors

The SmarCAM Italia is a universal conditional access module for Italy. It 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.

SmarCAM Italia 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.

The combination of a digital-ready TV set with the SmarCAM Italia consumes significantly less electricity than a similar combination of a TV set with a set-top box. Furthermore, the SmarCAM Italia slides into the TV with a perfect fit, which may be advantageous to the living room's visual style and offers the consumer added convenience as no additional remote control is needed.