



Press Release

SmarDTV Conax CI Plus Modules Selected by Sweden's Com Hem

- SmarDTV to provide SmarCAM-3 CI Plus modules to Com Hem
- Com Hem is the first operator to deploy CI Plus modules based on the Conax conditional access system in Sweden.

Cheseaux, Switzerland – December 1st 2010 – SmarDTV, a Kudelski Group company (SIX:KUD.S), today announced that Com Hem selected SmarDTV to launch CI Plus products in its network in Sweden. Com Hem is one of the leading distributors of TV, broadband and telephony in Sweden and has more than 40 percent of Swedish households (1.76 M households) connected to their Cable network. Com Hem aims to rollout high definition services to integrated digital televisions (iDTV's) using the CI Plus specification.

“We are excited to soon be able to deliver the CI Plus module to our customers,” says Christofer Peilitz, Product Manager, Broadcast TV at Com Hem. “High definition television means a higher quality television experience. However, up until now, it has also meant another box and set of equipment on your TV bench. With the CI Plus module, we will be able to deliver a higher quality, energy-efficient viewing experience, without the hassle of more cables and boxes.”

“SmarDTV is thrilled to partner with Com Hem and provide an attractive means for their subscribers to access their growing line-up of HD services,” said Conor Ryan, Vice-President of Marketing at SmarDTV. “As a founding member of the CI Plus Forum, SmarDTV is delighted to provide Com Hem with modules based on the CI Plus specification and enable the fast-growing number of cable-ready iDTVs in Europe.”

In the framework of this new partnership, SmarDTV will be updating its Interoperability Partner Program (IPP) kit to allow CI Plus host vendors (iDTV & STB) to validate the compatibility and interoperability of their products with the SmarCAM-3 Com Hem.

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.smarDTV.com for more information.

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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.