



Press Release

SmarDTV's SmarCAM CI Plus modules enable RCS & RDS Pay-TV services in Romania and Hungary

Cheseaux, Switzerland – 2 December 2013 – SmarDTV, a Kudelski Group (SIX:KUD.S) company, today announced that the Romania Cable and Satellite operator RCS & RDS has launched a CI Plus conditional access modules (CAM) in its network in Romania and Hungary.

SmarDTV's modules embed the latest generation of the NAGRA conditional access system, ensuring the highest security for all RCS & RDS channels directly accessible on integrated Digital Televisions (iDTVs) with the original TV remote control. SCART, HDMI cables or power leads are no longer needed. It offers a non-intrusive solution, very simple to install as it does not require any new wires and is invisible once setup. It is operated directly from the TV set's remote control to maximize the ease of use, no additional remote control is required. What's more, conditional access modules are very power-efficient, for a lower environmental impact.

"The Conditional Access Module is an interesting technology that simplifies the Pay-TV user experience," said Emil Grecu, Chief Technical Officer at RCS & RDS. "With this proven solution, we can provide our subscribers with a new device to access our high-quality value-added services and more solutions to enjoy television and everything our digital service has to offer."

"We are delighted that RCS & RDS endorse the CI Plus technology by offering our SmarCAM modules in its network. With the large base of cable ready CI Plus iDTVs sold in the last few years in Romania, RCS & RDS is providing its subscribers with an attractive and non-intrusive new solution for viewing its channels," said Jérôme Vial, Vice-President of Sales at SmarDTV.

About RCS & RDS

RCS & RDS is one of the leading telecommunications operators in South-Eastern Europe, providing services in Romania, Hungary, Czech Republic, Serbia, Spain and Italy. In Romania, it is the largest cable and satellite television company and is the leading provider of Internet services. The company is the only full telecommunications services provider offering all-in mobile and fixed telephony and has developed its own infrastructure on optical fiber support. The operator owns a large number of TV channels including sports channels, news channel, entertainment programs, documentation programs and several music channels.

About SmarDTV

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures a large range of set-top box solutions and CI / CI Plus plug-in modules which enable access to premium digital Pay-TV whether delivered through broadcast or broadband IP. A founding member of [CI Plus Forum](#), SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, USA, China and Singapore. Please visit www.smartv.com for more information.

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Note to the editors

SmarCAM is a module relying on the DVB Common Interface (DVB-CI) and CI Plus standards that plugs directly in the digital TV to decrypt premium Pay-TV content.

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, to access 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.