



Press Release

SmarDTV delivers SmarCAM-3 CI Plus modules to Top Up TV (UK)

Cheseaux, Switzerland – September 9, 2011 – SmarDTV, a Kudelski Group (SIX:KUD.S) company, today announced that Top Up TV, the Sports, Entertainment and Movie subscription TV service in the UK on the digital terrestrial platform Freeview, selected SmarDTV to supply CI Plus modules for its network in the UK.

These modules, secured by the latest version of the NAGRA Conditional Access, ensure the highest quality protection for Sky Sports1, Sky Sports 2 and ESPN. Thanks to the SmarCAM-3, these channels are now directly accessible on Integrated Digital Televisions (iDTVs) without the need of a set top box, extra remote control, scart leads or power leads.

“Our customers love the idea of being able to receive Sky Sports and ESPN but do not always want the clutter of additional hardware. We are very pleased to be able to offer this brand new solution that makes things simple for subscribers. These new CI Plus modules provide to our subscribers an attractive and complementary alternative to Set-Top-Boxes.” said Nick Markham, CEO of Top Up TV.

“The SmarCAM-3 is a great plug-in solution that now enables consumers to enjoy premium channels directly on their iDTVs without an external box.” said Eric Chaubert, CEO of SmarDTV.

The SmarCAM-3 CI Plus module brings great benefits to subscribers: it's a non-intrusive solution, very simple to install as it does not require any new cabling, and invisible once installed. It is operated directly from the TV set's remote control to maximise ease of use, no additional remote control is required. These modules are very power-efficient, for a lower environmental impact.

About SmarDTV

SmarDTV, a Kudelski Group company, is the international leader for modules enabling the reception of pay television. 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 a 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 Europe, USA, and Asia. 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) are available on www.ci-plus.com.