

PRESS RELEASE

Securing the future **Conax first to launch hosted security model through local partner network**

IBC, Amsterdam, September 12th, 2009: Today at IBC, Conax announced a revolutionary, cost-efficient, security model geared towards all segments. Conax is the first global security provider to offer a concept of its kind. Conax Content Security Hosting provides digital TV operations with an easy way to "go digital". Regardless of size or location, full-scale security advantages and highly favorable pricing models are key benefits. Conax is planning to offer the concept, already successful in Europe, through its global partner network.

Visit Conax at IBC for details: stand 1.A31

Start-up investments for digital TV operations participating in Conax Content Security Hosting solutions are substantially reduced by centralizing head-end components and sharing core services. Security hosting through approved Conax partners provides operators with additional stability, minimal up-front investment and reduced operating investments. Benefits also include fast and hassle-free digitalization, and local competence and support. The model ensures the same high level of content security Conax is known for, and freedom of choice for security-evaluated set-top boxes.

Partner success in content security hosting

Success story, Conax hosting partner LICA S.r.o. (www.lica.cz), has already leveraged its product and service portfolio to create a comprehensive partnership with Conax. TV operators are offered best-in-class total solutions, including affordable state-of-the-art content security. Through LICA's Conax Content Security hosting solution, smaller operators benefit from the same premium content security model as full-scale operations, including shared, centralized costs.

"The cooperation with Conax and dependability of Conax' security products has enabled LICA to provide a highly successful, flexible hosting offering – making it easy for digital TV operations of any size and business model to secure their content," confirms Mr. Petr Link, CEO, LICA. TV operators working with LICA and running Conax content security can choose from the entire range of Conax security evaluated consumer devices."

"Over 100 million subscribers are connected to smaller sized TV platforms globally, says Geir Bjørndal, EVP Products and Markets, Conax. These subscribers also need digital TV services. TV operators cannot meet market expectations running analogue platforms. Conax has created a solution for small networks to both "go digital" and secure their content – an option previously too costly for many operators. We already have several partners providing Conax Security Hosting services."

Many partners within the Conax global network offer complementary products such as EPG and SMS, providing cost-effective system integration and common support agreement. Conax content security hosting easily integrates with business models including value-added services, such as Pay-per-view, VoD, and vouchers.

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About Lica (www.lica.cz)

Lica is a technology integrator with its residence in Nymburk, Czech republic. Its core activity is delivery, assembly, setup and support of operation of complex DVB-C and DVB-T technology from the headend to the Set Top Box either DVB or IPTV. For protecting content delivery we provide to our customers CONAX security solution with option to hostet SAS server system

About Conax (www.conax.com)

Conax, a leading global provider of security solutions for digital TV and content distribution, provides content protection for premium pay-TV content via all types of networks - cable, satellite, IP, terrestrial, and MMDS. Through its global network of partners, Conax is able to offer state-of-the-art content security to more than 350 digital TV operators in over 80 countries around the globe. Conax is ISO 9001 certified and ISO 27001 security certified. All Conax products are compliant with open standards.

Conax headquarters are located in Oslo, Norway, with subsidiaries in USA, India and Germany and sales & support offices in Russia, Singapore, China, South Korea, Brazil and Canada.

Conax is part of the Telenor Group (www.telenor.com). Telenor Group has telecom operations in 13 countries, 168 million mobile subscriptions worldwide and is among the largest mobile operators in the world.

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