

VideoGuard Express™

For many smaller pay-TV operators, going digital can be expensive and complicated requiring significant time, effort and personnel. That is why NDS has developed VideoGuard Express, the new entry level CA solution that gives you the robust security and flexibility you need at an affordable price.

Your fast-track to digital TV

VideoGuard Express gives your pay-TV business the proven NDS security it needs to gain access to the best content available, so that you can become a leader in your TV market.

The ability to upgrade your system helps you plan for the future. As your business grows, you can deliver advanced services already deployed by many NDS customers.

VideoGuard Express is unique because it gives you the freedom to choose the path to digital TV that is right for your budget and strategy and gets your platform on air in just a few months.

Industry leading security

NDS is committed to providing the best solutions to help your operation succeed. But with success comes the additional threat of piracy that can undermine your business. Deployed in over 133 million devices, our CA technology not only keeps content more secure. It also helps you generate higher revenues per subscriber (ARPU) with a choice of channel packaging options.

NDS VideoGuard Express is built on the same proven VideoGuard® CA technology that drives some of the most successful pay-TV operations around the world. They rely on VideoGuard to deliver their TV services because it is the most secure solution and gives them access to the best available content which attracts and retains subscribers.

With VideoGuard Express, you get the services you need at a price you can afford, with all the robust security that only VideoGuard can offer.

Entry level conditional access (CA) for pay-TV

- Low-cost entry to digital pay-TV
- Quick to implement and integrate
- Feature rich and customisable Electronic Programme Guide (EPG)
- Integrated with MediaHighway® middleware
- Upgrade path for advanced services

VideoGuard Express™

What you get with VideoGuard Express

Features

- Entitlement and encryption control for up to 500,000 subscribers per operator
- DVB Broadcast management, including DVB Service Information generation and CA Criteria Management provided by NDS StreamServer™
- Secure broadcast of up to 200 TV and 100 radio services
- Variable subscription TV packages with flexible pricing
- Use of up to four DVB bouquets
- Call centre based pay-per-view services (order-ahead PPV)
- Addressable on-screen display (OSD)
- Geographical addressing
- Subscriber pre-payment
- Broadcast mail
- CA platform hardware with redundancy options
- Choice of service and support packages

Security

- VideoGuard® headend and smart card
- Smart card pairing
- Parental rating
- Password protection
- Fingerprinting

Set-top box (STB)

- NDS Guide™ 7-day EPG
- MediaHighway® middleware



▲ Programme guide, showing Favourite Channels, colour button shortcuts and real-time channel preview

Why is VideoGuard Express™ different?

NDS MediaHighway® and NDS Guide™ provide the perfect foundation for a wider range of services which can be offered via a single, unified user interface.

The VideoGuard Express solution is not simply a CA system. Because the choice of STB is a critical factor in ensuring the success of a digital TV operation, NDS believes operators should be able to choose from the maximum possible range of STB vendors. To support this policy, NDS provides MediaHighway middleware and NDS Guide as standard in the VideoGuard Express solution. In addition to all the inherent benefits of choosing VideoGuard® to secure content and revenues, VideoGuard Express will also give the customer:

- A fast and attractive EPG (NDS Guide), matching customer branding, provides the most effective possible “shop window” to an operator’s services
- An NDS Guide, fully integrated with NDS VideoGuard Express CA, to secure content while enabling a full range of pay-per-view (PPV), parental control and customer addressing and targeting features
- A foundation for adding future advanced services such as interactive applications, games and home shopping, all on the same cost effective STB hardware



▲ Directory screen, providing easy access to programme guide, booked programmes, PPV (where implemented), STB Settings and Help Screens

Working with market leading partners

As with all CA solutions provided by NDS, VideoGuard Express lets you integrate with industry leading network component providers in areas such as compression, STBs, Subscriber Management Systems (SMSs) and traffic management systems.

NDS has also established an industry-leading track record as a systems integrator, bringing together and managing all the elements necessary to launch a digital TV operation. We will ensure that your network architecture meets your business needs, both for the present and for the future. We can also deliver a system on time and within the agreed budget.

VideoGuard Express™

For today and tomorrow

Quick and simple to deploy

NDS VideoGuard Express is available now and can help you launch digital broadcasting services quickly while maintaining lower operational costs. With the standard configuration, VideoGuard Express can be installed at your premises, commissioned and operational, within about three months from contract.

Grows with your business

Like all products and services provided by NDS, VideoGuard Express meets your business needs today while offering an upgrade path for the future.

You can begin by offering subscribers a basic digital service using VideoGuard Express. As your business grows, it is possible to upgrade the system to add features such as:

- Digital Video Recorder (DVR)
- Video-on-demand (VOD)
- Impulse pay-per-view (IPPV)
- Interactive TV (iTV)
- Audience Measurement System (AMS)

Going digital is easier than ever

NDS has proven experience in turning your platform into today's digital pay-TV leader. With VideoGuard Express, your business gets the high level of security required for accessing premium content that attracts subscribers.

You will also be able to realize your growth potential at a pace that suits your business plan. VideoGuard Express is your fast track to digital TV success at an affordable price.

Securing and enabling content anytime, anywhere, on any device.

NDS creates the security and enabling technologies as well as the applications that allow operators to generate revenues by delivering digital content to TVs, STBs, DVRs, PCs, PMPs, mobile phones and removable security over one or more networks. NDS VideoGuard® protects pay-TV service revenues of more than \$40 billion while its subscriber base continues to grow. Headquartered in the UK, with offices worldwide, NDS employs more than 5,000 people and continues to make a major commitment to R&D with over 75% of our employees dedicated to pioneering development work at centres in Israel, France, Denmark, Korea, China, India and the UK.

For more information about NDS' secure solutions, visit www.nds.com

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