

VideoGuard Server™

NDS VideoGuard Server™ (VGS) provides an optimal and robust content protection solution for IP broadband (IPTV) and digital cable TV networks seeking to use flexible business models for differentiated services.

With NDS VGS, your platform can secure premium video content and revenue-generating TV applications. A scalable solution, VGS ensures you can introduce compelling TV services that build subscriber loyalty and increase revenues. These services include: live TV, video-on-demand (VOD) and client/network-based Digital Video Recorders (DVR).

Built upon the knowledge gained from the NDS smart card-based VideoGuard® conditional access solution, VGS distributes hardware and software security elements between the STB and headend. It uses the power of the two-way network to maintain security without compromise, while saving money for your pay-TV business.

The superior alternative to software security

With VGS securing your platform, the essential descrambling process and the associated key management of the descrambling keys are performed securely within the STB's video decoder. This provides a far more secure solution than competing products that just implement security functions in software. With VGS, the threats of network breaches, content piracy, frequency of security upgrades and the associated costs are dramatically minimised.

VGS uses a broad range of STB chipsets developed with advanced security features. These include:

- **3-level key-ladder (K-LAD™) support** provides specific key handling functions so that secrets never leave the chip. VGS-enabled chips are available from leading manufacturers including Broadcom, NXP, Sigma, ST Microelectronics and TI.
- **One-time programmable (OTP) support** in which each STB decoder chip contains a unique and personalised factory-created identifier so that messages are encrypted only for the specific STB. This minimises the risks of service compromise.

VGS technology partners

- STB vendors: ADB, Amino, Dasan, Pirelli, Sagem, Samsung
- Chip vendors: Broadcom, NXP, Sigma, ST, TI
- Compression: Cisco, Harmonic, Tandberg, Thomson
- Middleware: Alcatel/Lucent, Alticast, NDS MediaHighway
- Subscriber management: ETI
- System integrators: Alcatel/Lucent, SICC (SangYnag)
- VOD: Arris, Bitband, Castis, Cisco, Harmonic/Entone, Motorola/Broadbus, UT Starcom

Grows with your business

VGS can be deployed in new, green field platforms or in hybrid networks that have mixed STB populations. It is fully compatible with all standards-based headend components.

A modular solution, VGS can be used as a stand-alone content protection solution working with system integrators offering IPTV, or digital cable platforms. Alternatively, VGS can fully integrate with other NDS solutions such as middleware, Electronic Program Guide (EPG), DVR, and interactive TV.

More revenue generating options

VGS supports a wide range of revenue-generating pay-TV business models, enabling you to provide the following differentiated services:

- Live TV services with subscription and a la carte content packaging
- On-demand TV: Subscription VOD, rental, and preview using both pre-encryption and session-based encryption
- Push VOD and Progressive Download
- Pay-per-view: including Order Ahead and Impulse pay-per-view
- DVR services: client and network DVR and Archive TV
- Home networking and multiroom DVR
- Secure content transfer to external devices such as Portable Media Players (PMPs) and external/virtual drives

Designed for convergence

Like other solutions in the VideoGuard product family, VGS fully integrates with the NDS Unified Headend™. This ensures that your pay-TV business is ready today for convergence. With the NDS Unified Headend, your platform can efficiently deliver and manage converged TV services across multiple platforms to a variety of devices including STBs, DVRs, mobile phones, PCs and Personal Media Players (PMPs). It also means you can add new cross-platform business models at optimal operational efficiency, with the cost savings of a single system to protect your business and content.

Proven technology

The key technology underpinning the VGS content protection solution is the industry leading NDS VideoGuard architecture. VideoGuard continues to deliver the same proven security and technology that supports a wide variety of flexible business models, making it the leading content protection solution for IPTV and cable pay-TV networks.

For over 15 years, VideoGuard has been successfully serving leading platforms worldwide and is currently protecting pay-TV content on 133 million devices. VGS has already been deployed by leading IPTV operations including: Arcor, Cyta, KT and Telecom Italia.

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

secure □ enable □ interact

