



NDS Expands Professional Services in the US

- NDS opens Atlanta office to support increased demand for end-to-end pay-TV professional services and integration expertise
- NDS professional services team extends commitment and resource to design, integrate and deploy digital TV technologies for US MSOs

NEW YORK, USA – October 5, 2010 – [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced the expansion of its U.S. professional services team and facilities with the opening of its Atlanta office, which will help NDS further support North American cable MSOs (multiple system operators) to design, integrate and deploy complex and standards-based technologies.

“The expansion of NDS’ professional services operations is in direct response to the demand experienced for the very specific type of services that we offer.” said Stuart McGeechan, Vice President and General Manager, Professional Services, NDS. “The NDS approach is uniquely vendor neutral. Our solutions are focused on helping our customers bridge the gap between their incumbent network – with all of its idiosyncrasies, and the network that they need in place to enable them to respond to an increasingly complex changing marketplace. With our holistic approach we see the project through to post launch to ensure it supports our customer’s ongoing needs.”

NDS is expanding its U.S.-based professional services operations through the addition of a professional services team with particular expertise in the US cable market. The new team will help meet the demand for end-to-end development, integration and deployment expertise in the market. With the addition of a 20 strong representation in the Atlanta office, NDS has more than 350 employees focused solely on U.S professional services – supported by a global R&D staff of over 2500.

NDS’ professional services team recently extended an agreement with Cox Communications following implementation of the MSO’s new Trio™ advanced interactive program guide. Additionally, NDS is the primary integrator of Comcast’s tru2way software integration project, providing set-top box testing, code development and success validation for the integration of tru2way applications and services.

The NDS suite of professional services provides expert knowledge about the multi-faceted components that span the entire digital pay-TV ecosystem, including hands-on expertise in designing and deploying an end-to-end system. The NDS professional services team offers expertise from planning through deployment and service launch. NDS' professional services include: set-top box (STB) specification, verification and integration, systems integration and vendor management, studio design consulting services and DVB service information management.

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About NDS

NDS Group Ltd. creates the technologies and applications that enable pay-TV operators to securely deliver digital content to TV STBs (set-top boxes), DVRs (digital video recorders), PCs, mobiles and other multimedia devices. Over 70 of the world's leading pay-TV platforms rely on NDS solutions to protect and enhance their businesses. VideoGuard® is the world's market-leading conditional access (CA) and digital rights management (DRM) technology, currently deployed on 133 million active devices, and safeguarding pay-TV service revenues exceeding \$40 billion. NDS middleware, including MediaHighway® which enables a host of advanced services for subscribers, has been deployed on 152 million devices. NDS DVR technology, centred around XTV™, leads the global industry with 30 million units deployed. (Deployment figures as of 30th June 2010).

Headquartered in the UK, NDS remains committed to investing in R&D with over 75% of its employees dedicated to pioneering work at development centres in China, Denmark, France, India, Israel, Korea, UK and US. NDS has also implemented a host of initiatives aimed at reducing its carbon footprint and helping digital TV subscribers reduce energy consumption.

NDS Group Ltd. is a private company owned by the Permira Funds and News Corporation. See www.nds.com for more information.

Read about the latest developments at NDS and in the pay-TV industry in [World Vision](#).

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