



NDS Extends Professional Services Contract with Cox Communications, Ensuring Secure, High Quality Delivery of Content

- NDS has extended its current professional services and integration agreement with Cox Communications through 2012
- Contract extension follows on Cox's rollout of its first [tru2way](#) user interface and electronic program guide, Triosm
- NDS' global professional services team continues to work with the top operators around the world to integrate complex, standards-based technologies timely and efficiently

LOS ANGELES, Calif. (The Cable Show 2010) – May 11, 2010 – [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced that it has extended its contract to continue professional services and integration work with [Cox Communications](#), a broadband communications and entertainment company. The NDS team will maintain its role as the prime integrator for next-generation applications and services for such solutions as Cox's Triosm, the first tru2way-enabled advanced user interface (UI) and interactive program guide (IPG).

With the current agreement, the NDS Professional Services team has been responsible for the end-to-end management and implementation of Cox's tru2way system, from the headend through to the set-top box (STB) components and has also managed third party developers to ensure consistency throughout the development process. Moving forward the team will continue to maintain and deliver a consistent rollout of technology advancements and updates, extending the overall functionality of Cox's applications and services on an ongoing basis.

"NDS has evolved into a truly integrated partner. Their global experience and expertise tied with their determination and dedication has been more than impressive," said James Kelso, Vice President, Video Engineering at Cox. "We teamed to launch the Trio guide, earning new patents and launching the market's first multi-room DVR using the MoCA standard. We could not have accomplished what we did in the time frame we did without the assistance of a proven and trustworthy partner like NDS, and that is why we've made the easy decision to continue our partnership."

As new requests from subscribers for additional capabilities grow, NDS will work closely with Cox to enhance the current features to address these requests across their system. Together, the companies have future-proofed the design of the IPG, guaranteeing that such enhancements can be made while maintaining the same consistency and ease-of-use throughout the overall viewing experience.

“Working with the Cox team has been a great experience for NDS. We have been given the opportunity to develop and integrate many new standards and technologies into a comprehensive end-to-end solution for Cox’s next generation guide. This includes many cutting edge, industry firsts, such as multi-room DVR over MoCA as a permanent option for subscribers, DOCSIS 3.0 connectivity to the STB and cross-platform search and discovery of linear, VOD and DVR content metadata,” said Stuart McGeechan, Vice President and General Manager, Professional Services, NDS. “Combining Cox’s market leadership and technology commitment with our global experience and guide implementation expertise, we’ve jointly developed a truly remarkable experience for Cox subscribers.”

###

Bookmark: del.icio.us | Digg | Reddit | Newsvine | ma.gnolia | Yahoo | Google

For further information:

NDS

Amy Lucas
Corporate Communications

T: +44 (0)20 8476 8243
alucas@nds.com

Breakaway Communications for NDS

Kelly Fitzgerald, Managing Partner

T: + 1 212 616 6006
kfitz@breakawaycom.com

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 119 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 143 million devices. NDS DVR technology,

centred around XTV™, leads the global industry with 28 million units deployed. (Deployment figures as of 31st March 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](#).

Click here for the NDS [RSS feed](#).
