



NDS Launches End-to-End Solution for the E-Publishing Industry

Supports e-Books, e-Newspapers and e-Magazines

Highlights:

- NDS' proven expertise in security and middleware applied to e-publishing
- Solution includes tailored end-to-end system and device integration
- Publishers and service providers now able to monetise content using advanced business models
- Compatible with a variety of e-reader devices, popular formats and multiple delivery methods

LAS VEGAS, USA (CES) – January 6, 2010 – [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced the launch of its end-to-end solution for the e-publishing industry. The solution builds on NDS' expertise in security, middleware and advertising technologies to secure and monetise books, newspapers and magazines on e-reader devices, including LCD tablets, e-Ink devices and other compatible consumer electronics devices.

Building on NDS' market-leading conditional access (CA) and digital rights management (DRM) technology, NDS VideoGuard®, currently deployed on 111 million active devices and safeguarding over \$40billion of revenue, the NDS solution provides unparalleled future-proof security on multiple levels, including service protection to allow controlled access to content based on user rights, protection of the device to prevent "jailbreaking" and device modification, digital rights management (DRM) for content protection and user authentication schemes.

With the introduction of advanced functionality, enabled by NDS middleware based on the leading NDS MediaHighway®, deployed on over 128 million devices around the world, the NDS e-reader solution creates an innovative reading experience for books, newspapers and magazines. One of the many advanced capabilities of the NDS e-reader middleware is the ability for service providers to better understand their users reading habits with the application of proven measurement and analytical technologies, enabling them to tailor their services to their customers.

The NDS system allows publishers and service providers to monetise their service with advanced advertising and purchasing models including the ability to preview, purchase, subscribe, rent, gift and lend content.

“Although the requirements of the digital publishing world are different to our existing pay-TV customers, they share the same essential elements” says Yossi Tsuria, CTO, NDS. “Security, middleware, and advanced functionality are key factors of success for any digital media business; NDS have the solutions and the expertise to secure that success.”

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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 111 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 128 million devices. NDS DVR technology, centred around XTV™, leads the global industry with 23 million units deployed. (Deployment figures as of 30th September 2009).

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](#).

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