



## **NDS Professional Services Enables Launch of First tru2way User Interface by Cox Communications**

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- NDS' professional services team partners with Cox Communications to introduce first [tru2way](#)-compliant user interface and interactive program guide in the US
- NDS' globally recognized digital pay-TV professional services have enabled Cox to implement a truly interactive and secure platform to deliver pay-TV content

**LOS ANGELES, Calif. (The Cable Show 2010) – May 11, 2010** – [NDS](#), the leading provider of technology solutions for digital pay-TV, and [Cox Communications](#), a broadband communications and entertainment company, today announced the launch of the new Cox advanced interactive program guide (IPG), Trio<sup>sm</sup>, enabled by NDS' professional services team.

The new guide, which brings search and discovery to a new level, elegantly integrates Video On Demand (VOD), digital video recorder (DVR) technology and linear channel content into one interface, simultaneously simplifying and enriching the customer experience. As prime integrator, NDS' professional services team worked hand-in-hand with Cox to ensure the advanced but intuitive IPG will soon be made available to their cable customers throughout the US.

"The support of the NDS professional services team has been invaluable in the launch of our new interactive program guide. We believe that NDS' expertise and knowledge of the IPG market will lead to a very successful launch for our subscribers," said Steve Necessary, Vice President of Video Strategy and Product Management at Cox. "Our collaboration throughout the development and implementation process has been an extraordinary team effort, and we expect the results to speak for themselves."

"As technology provider of choice to more than 70 of the world's leading pay-TV platforms, our knowledge and understanding of the intricacies of pay-TV platforms and the importance of the user experience enable us to provide professional services to our customers that are second to none" said Jesper Knutsson, Vice President and General Manager, Sales at NDS. "For Cox, those services have enabled the seamless integration and launch of their new interactive program guide, which will allow their subscribers to discover a wealth of available content and services."

In 2009, NDS was selected by Cox to implement an enhanced suite of interactive applications on its tru2way set-top boxes (STBs). This suite offers a wide range of entertainment and information services for

subscribers including: zone channels, caller ID to the TV and customer support applications. Additional applications such as sports, weather, integrated telephony services, email, news, games, movie listings, widgets, horoscopes and lottery results will become available to subscribers.

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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 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](http://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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