



New Set-top-boxes with DVR-Like Features Enabled by NDS Software and SanDisk Solid State Drives

Pay-TV operators able to offer a new range of STBs and deliver fanless designs that are quiet and energy-efficient

AMSTERDAM, Netherlands, IBC, Stand 1.A71—September 9, 2010—[SanDisk Corporation](#), the global leader in flash memory cards, and [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced that NDS has successfully combined NDS MediaHighway® STB software and SanDisk® P4 solid state drives (SSD) to enable a new range of lower cost set-top box (STB) with DVR like functionality.

By provisioning a set-top box with a small amount of storage, operators can introduce new revenue generating features such as live-pause and video on demand (VOD) with the ability to enable home networking functionality and advanced advertising solutions, including ad substitution. The new solution also allows for the deployment of energy-efficient STBs with decreased power consumption, small form factors and virtually silent operation.

The SanDisk P4 SSD offers the robust performance needed for video consumption, and is substantially less expensive in 4GB, 8GB and 16GB¹ capacities than hard disk drives, which are often only available in higher capacities. NDS has already integrated SanDisk SSDs for use with progressive download and live-pause technologies, and the SanDisk P4 SSD has an industry standard SATA interface which enables straightforward design and integration for STB manufacturers.

“For the first time, SSDs are now a cost-effective alternative to hard drives in the STB market,” said Doron Myersdorf, senior director, SSDs, SanDisk. “The successful integration of SanDisk P4 SSD with NDS STB software enables new business models in the STB market, and takes Video on Demand content beyond the DVR to offer a high degree of DVR-like functionality on a new range of boxes.”

“This exciting development underscores how seamlessly the SanDisk SSDs work with NDS MediaHighway technology,” said Jonathan Beavon, director, segment marketing, NDS. “This innovative solution offers operators a low power and reliable alternative to conventional hard disk drives, enabling a new market segment.”

Demonstrations of the technologies that can be applied to SanDisk P4 SSD enabled set-top boxes will be displayed on the NDS stand at IBC (stand 1.A71).

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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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About SanDisk

SanDisk Corporation is the global leader in flash memory cards, from research, manufacturing and product design to consumer branding and retail distribution. SanDisk's product portfolio includes flash memory cards for mobile phones, digital cameras and camcorders; digital audio/video players; USB flash drives for consumers and the enterprise; embedded memory for mobile devices; and solid state drives for computers. SanDisk is a Silicon Valley-based S&P 500 company, with more than half its sales outside the United States.

SanDisk's product and executive images can be downloaded from:

<http://www.sandisk.com/corporate/media.asp>

SanDisk's web site/home page address: <http://www.sandisk.com>

¹ 1 gigabyte (GB) = 1 billion bytes. Some capacity not available for data storage.

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This press release contains certain forward-looking statements, including expectations for new product introductions, specifications, applications, markets, and customers that are based on our current expectations and involve numerous risks and uncertainties that may cause these forward-looking statements to be inaccurate. Risks that may cause these forward-looking statements to be inaccurate include among others: market demand for our products may grow more slowly than our expectations or there may be a slower adoption rate for these products in new markets that we are targeting, our products may not perform as expected and the other risks detailed from time-to-time in our Securities and Exchange Commission filings and reports, including, but not limited to, our most recent annual report on Form 10-K and our subsequent quarterly reports on Form 10-Q. We do not intend to update the information contained in this press release
