

NDS at 16th Convergence India 2008: Experience the next generation

NDS to demonstrate a range of solutions that address the latest trends in consumer content consumption today; NDS to present a preview of next generation technologies for a convergent world at the Convergence India Conference, March 19-21, in New Delhi; NDS to demonstrate a range of solutions that enable TV service providers to capitalize on the business opportunities presented by convergence

Mumbai, Maharashtra, IND, 2008-03-20 14:46:13 (IndiaPRwire.com)

16TH Convergence India 2008 Exhibition and Conference, Stand D-51 Hall 12 - NDS, the leading provider of technology solutions for digital pay-TV, today announced that at the 16th Convergence India event, it will showcase a full range of solutions geared to helping TV service providers enable convergence and capitalize on the business opportunities it presents.

NDS Head of Pre-sales Consultancy Asia Pacific, Lachlan Ma, will present solutions for traditional broadcasters and new entrants into the Pay TV market for how to secure revenues while delivering a wide and growing range of content and interactive applications, accessible from a range of devices for viewing in different locations and on the go. He will assess the real cost of content piracy and present a glimpse into the next generation of content security, navigation and custom content control in a rapidly changing convergent world at the Convergence Conference March 20, Track VI, Hall 7.

NDS will also demonstrate live the Tata Sky end-to-end solution featuring VideoGuard® conditional access technology which provides the robust security required for delivering services and premium content to multiple devices, as well as MediaHighway® middleware and Value@TV, delivering the latest interactive services to subscribers.

On display will be NDS' latest and future technologies designed to help service providers take advantage of the business opportunities presented by convergence. Some of the leading edge advances that keep NDS at the forefront of TV innovation will be on show at Convergence, including:

NDS Master User Interface - a next generation interface that will help viewers to watch what they want, when and where they want, through a quick and simple to use navigation system, operating across multiple devices

NDS EPGs — Presenting EPGs developed by a dedicated team of graphic designers, usability experts and system integrators that combine to create a branded, intuitive user experience on any device without needing to re-learn the user interface

MediaHighway Middleware — Featuring the latest deployments for hybrid set-top boxes, home networking and innovative ways of using MediaHighway to enable new business models that mix iTV, pay-TV and advertising revenues

XTV™ **DVR** — NDS leads the market in DVR solutions. Technology from NDS is currently powering over 10.4 million DVRs worldwide. XTV from NDS facilitates the

launch of enhanced new features including: push VOD, remote booking, advanced HD and EPG, live news and sports segmentation and indexing, advanced iTV applications and IP VOD

Interactive TV — Featuring NDS' latest developments in the iTV arena including applications for IPTV advanced games and gaming, interactive advertising and DVR applications.

NDS will also demonstrate how its conditional access technology, now protecting over

82.7 million active devices and securing service revenues of more than \$35 billion worldwide, is being deployed by emerging broadcasters.

Commenting on the solutions being featured by NDS at the 16thConvergence India, NDS VP and General Manager Asia Pacific Ms Sue Taylor said: 'As the way we consume TV content rapidly changes, we at NDS believe that for service providers to stay competitive and generate greater revenues, they need to adopt a digital converged platform for securely delivering all kinds of content to various screens, using an integrated approach with multiple distribution methods. At 16thConvergence India, while everyone will be talking about convergence. NDS will be doing it.'

At 16thConvergence India 2008, NDS will be located at stand D51 Hall 12. A presentation by NDS Head of Pre-sales Consultancy Asia Pacific, on Securing Revenues in a Convergent World will be held on March 20, Track VI, Hall 7. To arrange an interview with an NDS executive, or to book a tour of the NDS stand, please contact NDS or one of our communications partners (contact details below).

launch of enhanced new features including: push VOD, remote booking, advanced HD and EPG, live news and sports segmentation and indexing, advanced iTV applications and IP VOD

Interactive TV — Featuring NDS' latest developments in the iTV arena including applications for IPTV advanced games and gaming, interactive advertising and DVR applications.

NDS will also demonstrate how its conditional access technology, now protecting over

82.7 million active devices and securing service revenues of more than \$35 billion worldwide, is being deployed by emerging broadcasters.

Commenting on the solutions being featured by NDS at the 16thConvergence India, NDS VP and General Manager Asia Pacific Ms Sue Taylor said: 'As the way we consume TV content rapidly changes, we at NDS believe that for service providers to stay competitive and generate greater revenues, they need to adopt a digital converged platform for securely delivering all kinds of content to various screens, using an integrated approach with multiple distribution methods. At 16thConvergence India, while everyone will be talking about convergence. NDS will be doing it.'

At 16thConvergence India 2008, NDS will be located at stand D51 Hall 12. A presentation by NDS Head of Pre-sales Consultancy Asia Pacific, on Securing Revenues in a Convergent World will be held on March 20, Track VI, Hall 7. To arrange an interview with an NDS executive, or to book a tour of the NDS stand, please contact NDS or one of our communications partners (contact details below).

launch of enhanced new features including: push VOD, remote booking, advanced HD and EPG, live news and sports segmentation and indexing, advanced iTV applications and IP VOD

Interactive TV — Featuring NDS' latest developments in the iTV arena including applications for IPTV advanced games and gaming, interactive advertising and DVR applications.

NDS will also demonstrate how its conditional access technology, now protecting over

82.7 million active devices and securing service revenues of more than \$35 billion worldwide, is being deployed by emerging broadcasters.

Commenting on the solutions being featured by NDS at the 16thConvergence India, NDS VP and General Manager Asia Pacific Ms Sue Taylor said: 'As the way we consume TV content rapidly changes, we at NDS believe that for service providers to stay competitive and generate greater revenues, they need to adopt a digital converged platform for securely delivering all kinds of content to various screens, using an integrated approach with multiple distribution methods. At 16thConvergence India, while everyone will be talking about convergence. NDS will be doing it.'

At 16thConvergence India 2008, NDS will be located at stand D51 Hall 12. A presentation by NDS Head of Pre-sales Consultancy Asia Pacific, on Securing Revenues in a Convergent World will be held on March 20, Track VI, Hall 7. To arrange an interview with an NDS executive, or to book a tour of the NDS stand, please contact NDS or one of our communications partners (contact details below).

launch of enhanced new features including: push VOD, remote booking, advanced HD and EPG, live news and sports segmentation and indexing, advanced iTV applications and IP VOD

Interactive TV — Featuring NDS' latest developments in the iTV arena including applications for IPTV advanced games and gaming, interactive advertising and DVR applications.

NDS will also demonstrate how its conditional access technology, now protecting over

82.7 million active devices and securing service revenues of more than \$35 billion worldwide, is being deployed by emerging broadcasters.

Commenting on the solutions being featured by NDS at the 16thConvergence India, NDS VP and General Manager Asia Pacific Ms Sue Taylor said: 'As the way we consume TV content rapidly changes, we at NDS believe that for service providers to stay competitive and generate greater revenues, they need to adopt a digital converged platform for securely delivering all kinds of content to various screens, using an integrated approach with multiple distribution methods. At 16thConvergence India, while everyone will be talking about convergence. NDS will be doing it.'

At 16thConvergence India 2008, NDS will be located at stand D51 Hall 12. A presentation by NDS Head of Pre-sales Consultancy Asia Pacific, on Securing Revenues in a Convergent World will be held on March 20, Track VI, Hall 7. To arrange an interview with an NDS executive, or to book a tour of the NDS stand, please contact NDS or one of our communications partners (contact details below).

- END -

About NDS

NDS Group plc (NASDAQ: NNDS), a majority owned subsidiary of News Corporation, supplies open end-to-end digital technology and services to digital pay-television platform operators and content providers. See www.nds.com for more information about NDS.

For more information, Please contact:

Rupali Ghadge

account executive - CMCGIndia

24450991

91-22-24450991

You can also visit www.f-secure.com for more information.