



# INTRODUCING TVKEY CLOUD

Imagine buying a new Smart TV, plugging it into your existing network, and being able to immediately watch all your favourite Pay-TV channels - all without extra devices and featuring a single remote control.

**That's TVkey Cloud from NAGRAVISION and Samsung**

## SIMPLE, EFFECTIVE AND GAME-CHANGING

TVkey Cloud is designed to be simple, effective, and game-changing. With instant activation, it enables consumers to sign up for and receive Pay-TV services as easily as they sign up for OTT services – and even faster as the activation process can be automated with no login or password being required.

Service operators can personalize the user experience, displaying the service provider logo using the TV's native EPG. Full customisation, including the look and feel, is also possible by utilising an Operator App to feature branding, operator-specific EPG, and rich interactive services like SVOD, Catch-Up, Start-Over, and PVR. All with the look and feel desired by the Operator.

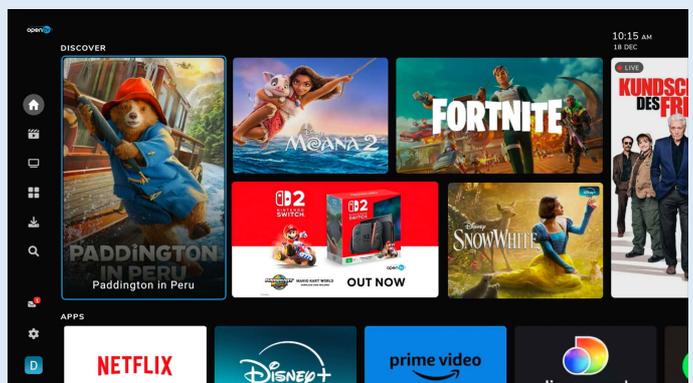
TVkey Cloud is one of those rare products that bring value to the Consumer Electronics industry, the Pay-TV service provider, and the consumer. The only solution in the industry that brings Pay-TV easily and elegantly to home big screens, TVkey Cloud lowers subscriber acquisition costs for service providers and unclutters the living room. Additionally, TVkey Cloud drives new television sales by directly delivering a rich world of Pay-TV and premium channels to the TV without requiring a single additional cable, box, or remote control.

*“The HD+ TVKEY gives consumers HD+ channels without the need for a separate receiver or CAM module with smartcard-meaning access to HD+ becomes even easier. Working with Samsung also gives us the ability to reach new customers as soon as they buy a new television through instant HD+ service activation. And because the solution uses the security we know and trust from NAGRA, we know our content partners will be satisfied.”*

*George Agnes  
Managing Director and COO at HD PLUS GmbH.*

## ENABLING A PERSONALISED AND OPERATOR BRANDED EXPERIENCE ON THE BIG SCREEN

Thanks to TVkey Cloud and the support of a persistent Operator App in the Smart TV, the user experience can be fully customized, by including operator branding and services. All while maintaining a rich user experience similar to other streaming devices or a native Android TV experience that enables service and content aggregation with other premium OTT streaming services and keep the operator in control. With today's broad support by Smart TV manufacturers of Operator App, TVkey Cloud can truly enable a multiscreen experience with an operator branded experience across set-top-box, big screen, and multiscreen devices. This harmonizes both traditional Pay-TV solutions and streaming services into one cohesive experience for both the operator and the user.



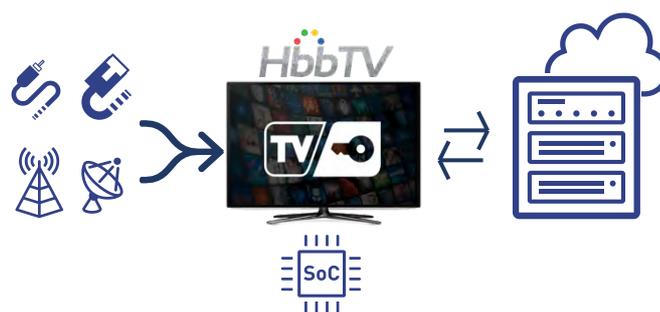
## SOLUTION BENEFITS

In a world of cluttered entertainment centres, featuring dozens of cables, boxes, and controllers, TVkey Cloud succeeds in uncluttering the living room and returning simplicity back to the TV-viewing experience. TVkey Cloud is one of those rare products that provides value to not only the Consumer Electronic industry but also Pay-TV service providers and consumers:

- ✔ **Consumers** enjoy rich access to content – including Pay-TV – from their retail Smart TV and get a seamless, operator-branded user experience with access to their operator value-added services.
- ✔ **Pay-TV operators** can provide access to services, including 4K / UHD (ECP) content, without the need to subsidize an external device or require consumers to purchase expensive equipment, thereby lowering their subscriber acquisition costs.
- ✔ **CE Manufacturer** expand the range of services available on the devices they market and sell to consumers, giving them an advantage over their competition.

## HOW DOES TVkey Cloud WORK?

TVkey Cloud is implemented directly within the connected TV set to display encrypted Pay-TV channels and OTT content without requiring a set-top box. Recent Samsung TVs contain a hardware Root of Trust in the TV System on a Chip (SoC). This allows the highest level of security in the industry and meets MovieLabs requirements for the Enhanced Content Protection of premium 4K UHD/HDR content.



TVkey Cloud leverages the connection to a secure back-end platform to move part of the security and the management of user entitlements to the cloud - allowing a smooth introduction of the solution into any Operator's environment.

## TVkey Cloud LICENSING

This specification is available to other chipset, television manufacturers, security vendors and application vendors, with the aim of creating an open, global standard.

For more information about TVkey Cloud, please visit [www.tvkey.com](http://www.tvkey.com) or contact your local NAGRAVISION or Samsung Account Manager.

### About NAGRAVISION

NAGRAVISION, the media and entertainment technology division of the Kudelski Group (SIX: KUD.S), empowers its customers to successfully and securely navigate market disruption while protecting revenues, enabling business and optimizing for growth.

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions.

For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

