FACTSHEET

NAGRAVISION
KUDELSKI GROUP

OpenTV ENTera. Managing Complexity. Redefining Consumer Engagement.

Powered by advanced AI, OpenTV ENTera delivers personalized, immersive content that captivates users and unlocks new revenue streams. The solution resolves the single biggest challenge facing the market: how to create lasting, high-value relationships with subscribers. This future-ready platform guides operators on a path to sustained growth, driving user engagement every step of the way.

Executive Summary

OpenTV ENTera is a comprehensive, cloud-based solution that integrates high-quality content into a single, intuitive platform and provides a strategic roadmap for growth, tailored to the operators' needs. NAGRAVISION's commitment to innovation means you can rely on OpenTV ENTera to deliver a market-leading, seamless entertainment experience, empowering you to stay ahead in a rapidly evolving industry.

Solution Benefits

1 Enhanced Consumer Engagement: OpenTV ENTera offers personalized content, lightning-fast performance, and immersive features like gamification and e-shopping to enhance user engagement.

2 New Revenue Streams: By integrating diverse entertainment services and leveraging advanced AI technology, OpenTV ENTera opens new monetization opportunities for operators through efficient service bundling and strategic partnerships.

3 Operational Efficiency: OpenTV ENTera's intuitive UI, security by design, and in-life technical support ensure long-term stability and confidence for operators, while its smart API architecture allows for seamless deployment and migration of existing services.

4 Sustained Value: NAGRAVISION is committed to delivering cost-efficient, shared investment strategies and a long-term roadmap to success, ensuring sustained business growth and longevity.

Enter a new era of custom, high-value digital entertainment.

Personalized and Immersive Entertainment, Intuitive and Simplified

Aggregated personalized entertainment and high-value service bundling to drive monetization.

Pushing the Boundaries of High-Performance Navigation

Seamless UX and intuitive UI across devices with high-speed performance, exceptional device reach, and minimal latency.

Modular E2E Experience Management, Powered by OpenTV

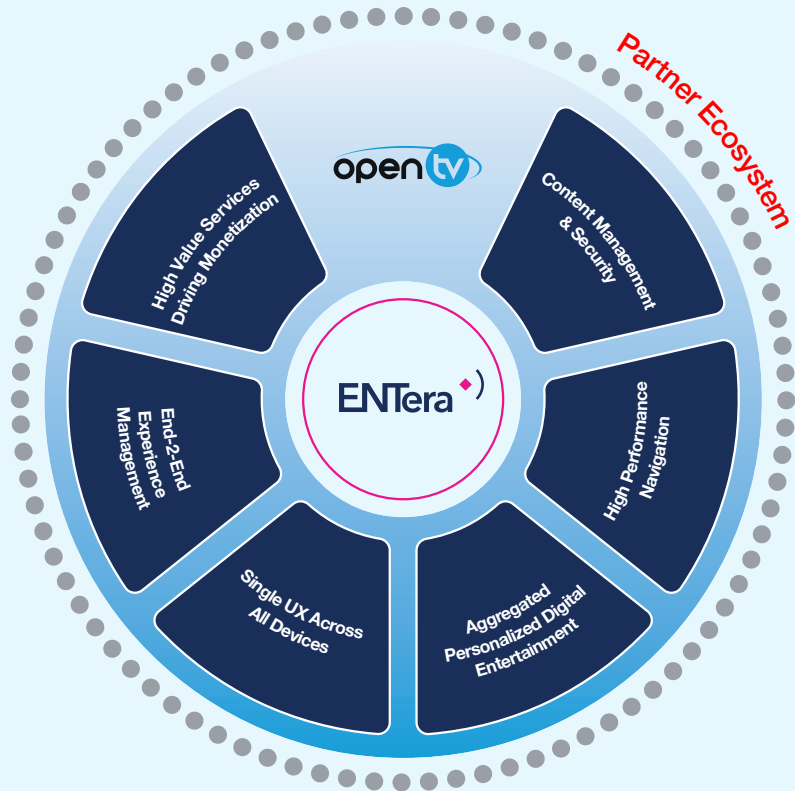Fully bespoke modular service, with ENTera's UX at its core.

Sustained Growth and Innovation

We streamline system migrations, provide technical support, and deliver a roadmap for innovation and long-term success, with support from our robust partnership network.

How It Works

OpenTV ENTera

UX – familiar in design; unique in capability

Key Features

The OpenTV ENTera ecosystem is an end-to-end, fully configurable solution designed to meet all subscriber entertainment needs. ENTera's UX is crafted for seamless integration and deployment.

OpenTV powers a holistic entertainment ecosystem, bundling services to simplify integration challenges, streamline deployment complexities, and ensure cross-device consistency, with proven scale and deployment in the market.

OpenTV ENTera offers:

- **High-Value Services That Drive Monetization:** ENTera bundles high-quality content, including video, sports, music and social media, with integrated e-wallet features, to enhance operator ROI.

- **Aggregated Personalized Digital Entertainment:** Leveraging advanced AI, ENTera curates fully bespoke content, personalized advertisements and advanced insights for a tailored and engaging user experience.

- **High Performance Navigation:** ENTera offers lightning-fast performance and an intuitive user interface, simplifying content discovery across all devices.

- **Comprehensive Content Management & Security:** ENTera provides robust content management and security features, ensuring seamless integration, end-to-end experience management, and consistent user experience across all devices.