



NAGRAVISION MOBILE TV **MicroSD CARD**

WATCH, STORE & ENJOY YOUR FAVORITE MOBILE TV CONTENT



Nagravision has introduced the world's first and fully operational end-to-end solution based on the microSD card for mobile TV services. The Nagravision Mobile TV MicroSD card runs on commercially available portable TV media players and mobile phones. It supports pre-loaded music, movies or TV programmes, along with the ability to download and store programming. The solution allows service operators to enjoy new revenue streams by bundling mobile TV access with multimedia content while also gaining a piece of the lucrative memory business. Simultaneously, the card allows subscribers to watch, store and enjoy their favorite mobile TV content on multiple handheld devices.

GET A PIECE OF THE PORTABLE MOBILE TV PLAYER MARKET



Pocket TV devices account for more than fifty per cent market share in some mature mobile markets. Portable media players, portable navigation devices and in car entertainment devices appeal to consumers. However, the question remains about who will reap the monetary rewards of this long-term business.

With Nagravision's Mobile TV MicroSD solutions, service operators can now offer mobile TV service ubiquity through all forms of receivers; from handsets to portable mobile TV players. The Nagra solution allows service operators to ensure that their assets and TV revenues are correctly protected, parental controls are enforced, and possible Mobile TV network access fees are collected.

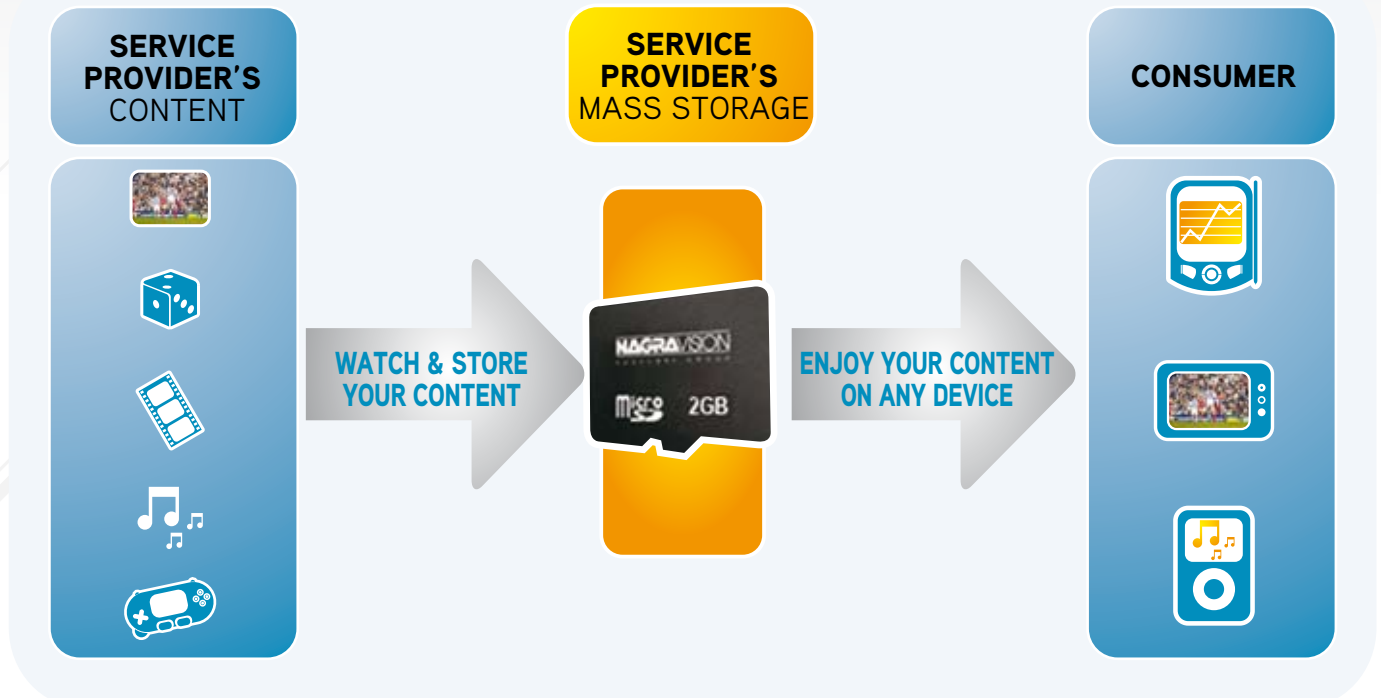
CONSUMERS WANT STORAGE; OFFER MORE BY BUNDLING IT WITH YOUR MULTIMEDIA SERVICE

The mass media storage market has been booming over the last few years and is set to grow dramatically, thanks to the ease-of-use and global market adoption of the SD formats, as well as the portability of consumers' content. While SD cards have been principally sold for mass storage, operators now have the opportunity to offer more services to their subscribers by bundling the mass storage sales with multimedia and TV content. The possibilities are limitless. Using the Nagravision MicroSD card, new revenue-generating services can now be offered on top the regular Mobile TV access. And, the card provides an efficient means by which to download a service operator's preferred look and feel. Service examples include:

- ✘ Secure pre-loaded multimedia content such as music or videos
- ✘ Secure pre-loaded applications such as games, user guides and promotions
- ✘ Personal video recorder features allow the recording of mobile TV content on the SD card, enabling time and place shifting, while making the content portable
- ✘ Offering push content such as the latest breaking news, stock or weather information, their preferred music, or their favourite TV shows, right in the palm of their hands, ready to be purchased and consumed.

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OVERVIEW OF NAGRAVISION MOBILE TV MICROSD CARD



FEATURES

Mass storage capability

- ✕ 256MB, 512MB, 1GB, 2GB and more...

Security

- ✕ Common Criteria EAL5+ certified hardware
- ✕ Common Criteria EAL4+ certified software (card operating system)
- ✕ Free E2PROM: 32KB for third party's applications (e-purse, e-wallet, ...)
- ✕ RSA encryption/decryption up to 2048 bits (RSA and RSA-CRT)
- ✕ Security-relevant methods are DPA/SPA resistant
- ✕ Hash algorithms (SHA-1, SHA256, MD5, RIPE MD-160)
- ✕ SEED 128 bits
- ✕ AES up to 256 bits
- ✕ DES and 3DES
- ✕ DSA up to 1024 bits
- ✕ CRC32
- ✕ OAEP padding

Standards

- ✕ SDA Physical Layer Specification 1.10
- ✕ SDA Supplementary Notes for Version 1.10 1.0
- ✕ SDA microSD Addendum 1.10
- ✕ SDA Mobile Commerce Extension 1.10
- ✕ Java Card 2.2.1
- ✕ Global Platform 2.1.1