

## ▶ NEOTION and CIFRA strengthen their partnership to deliver the new CI Plus 1.3 CAM to Tricolor TV

**Aubagne, France – February, 7<sup>th</sup>, 2017** – NEOTION has developed in close cooperation with CIFRA the new generation of CAM for Tricolor TV, operating one of the world's fastest-growing TV platforms, with a continuous goal: simplifying Russian TV viewers' installation and use.

This latest generation of NEOTION CI Plus CAM – integrating the CI Plus 1.3 Operator Profile software resource – allows all CI Plus 1.3 compatible host devices to perform a full installation and customized channel list of all the Tricolor TV bouquet, providing to Tricolor TV subscribers a really user-friendly installation with automatic channels listing search: no more TV scan to find their program.

Whilst offering an enhanced TV viewer experience, the NEOTION CAM increases Tricolor TV control over its content usage, enabling easy bouquet update in field as well as any new channel implementation directly and automatically by the TV set using the CAM.

Still focusing on customers' satisfaction, the NEOTION CAM - by integrating a bicolor LED - displays key information for both end-users and Tricolor TV about functional and / or technical issues in an easy way and a shortest time. First key benefit for Tricolor TV is to increase its customers' satisfaction ensuring a smooth starting installation, whilst reducing useless phone calls to its customer care service so achieving second main target: save operational costs.

The NEOTION CAM embeds the latest CrypSet CAS cost-effective solution for Tricolor TV content protection.

*“The partnership with CIFRA is in place for many years now but NEOTION is still proud to reinforce this technical cooperation in providing to Tricolor TV the latest CAM Technology based on ease of use functionalities for the consumer. This will contribute to increase the Tricolor TV market share in Russia.”* said Olivier DEMOLY, Sales & Marketing Director at NEOTION.” said Olivier DEMOLY, Sales & Marketing Director at NEOTION

*«It's very important to have a partner and opportunity to solve problems of any level together. Especially, synergy of two or more companies is significant for overcome the difficulties in reaching common goals. The best reward of the joint work is realization of large and considerable projects which result in both mutual profits for our companies and invaluable benefit for the customers. The result of partnership with NEOTION was implementation important projects and launch new products which are popular among million happy users. We are proud of such partner. »* said Alexey GOILO, Commercial director at CIFRA LLC.

Feel free to visit NEOTION booth at CSTB, Hall 4 Stand 453



## ▶ ABOUT NEOTION

NEOTION is a French high-tech company providing innovative solutions for the international Digital Television market since 2000. NEOTION develops and distributes a wide range of DVB Conditional Access Modules (CAM) embedding the main Conditional Access Systems (Conax, Cryptoguard, DRE-Crypt, Verimatrix and Viaccess-Orca) to Pay-Tv operators across the globe.

NEOTION is still investing in secure devices for the Pay-Tv industry adding new and innovative solutions according to the booming OTT adoption on the market during these last few years. NEOTION is offering first on its core-business the HbbTV CAM as the suitable single secure device in a connected environment, headless OTT gateways for satellite fully based infrastructures and recently Neohome, new smart home solutions, all as part of the OTT growing services.

NEOTION is largely involved as an active member of several standardization and digital TV committees, namely DVB and CI Plus LLP and more recently, ZigBee Alliance.

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## ▶ ABOUT CIFRA

Cifra is a Russian software integrator and provider of subscriber equipment. The company specializes in creation and implementation of new technologies in the field of digital television, content security, digital broadcasting organization -"turnkey". The company "Cifra" is a right holder of DRECrypt Conditional Access Systems.

Another important direction of the company is the implementation and technical support of multimedia platform. It includes a range of modern additional services (VAS) as EPG, DMS, OTA, Infocas, A-Box and others working on subscriber loyalty and increase operator's ARPU.

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