



A STABLE LONG-TERM PARTNER

CONAX CAS7 – BUILT ON CONAX' POWERFUL SECURITY TECHNOLOGY
PLATFORM AND EXTENSIVE EXPERIENCE

CONAX CAS7

SECURING THE FUTURE





A STRONG ANTI-PIRACY RECORD

**A CAS SOLUTION SHOULD HAVE A STRONG ANTI-PIRACY RECORD, BE NON-PROPRIETARY,
AND BE BASED ON AN OPEN LICENSING POLICY FOR SET-TOP BOX MANUFACTURERS**

THE PRIMARY CRITERION WHEN CHOOSING A CAS IS FINDING A STABLE LONG-TERM PARTNER WHO CAN GUARANTEE THE CONTINUOUS DEVELOPMENT OF PROVEN, ADVANCED TECHNOLOGY AND FUNCTIONALITY.

PIONEERS

Conax was among the pioneers defining the broadcast security architecture now used all over the world, and in using smart cards as the user security module. Conax has acquired experience in all aspects of CA, included the day-to-day operation of CAS for pay-TV operators.

OPEN AND INTEROPERABLE

By sticking to a non-proprietary and open solution, Conax allows the possibility for “freedom of choice” in technology, through:

- A fully open, fair and non-discriminatory licensing policy for STB manufacturers to include support for Conax CAS in the STB.
- Digital Video Broadcasting (DVB) and OpenCable™ compliant transmission format.
- DVB SimulCrypt compliance on both transmission and receiver (STB) sides.
- Detachable security module using smart card.
- Supply of Common Interface Conditional Access Modules (CAMs) and Cable-Cards™.
- Using a standard over-the-air STB loader such as the Euroloader or other non-proprietary STB loaders controlled by the operators.

AREAS OF USE

Standard subscription television is the baseline reliable revenue generator for most operators. The lack of efficient ordering channels has limited the potential for introducing value-added services, such as Near Video On Demand (NVOD), Video On Demand (VOD) and other exciting digital television service concepts.

Mobile phone operators have had great success in selling vouchers for pre-paid mobile phone calls. Most digital television consumers have mobile phones, and are familiar with the use of text messages. Conax CAS7 provides options for ordering digital television services via mobile phone text messages combined with simple, secure payment without a cumbersome registration process. Possible payment options are by voucher or credit card, or via invoice.

CONAX CAS7 SUBSCRIPTION COMPONENTS

The Conax CAS7 subscription components necessary for pay-TV are as follows:

- SAS server: manages the generation of authorisations (EMMs) and maintains the status of the entire user smart card population
- EMM Injector: receives EMMs from the SAS server, manages the EMM playout queues and feeds the EMMs into the multiplexer
- ECM Generator: manages encryption and packaging of entitlements and controlwords for scrambled services
- Hardware Security Module: dedicated security hardware for tamper-proof storage and management of keys
- User smart card: performs EMM and ECM decryption and interpretation in order to determine whether the user shall be granted access to the content

SCALABILITY AND EXPANDABILITY

Conax CAS7 is organised in a way that allows an operator to start with a basic system for pay-TV, and then add additional components to support more complex operations and business models.

Conax CAS7 can be seamlessly upgraded with additional computer hardware to enhance performance and full redundancy as the business grows.

The system architecture allows for routing and remote control of system equipment on multiple head-ends or uplink sites. A Conax CAS7 installation can support delivery for multiple operators over e.g Satellite, Cable and DTT.

COMPATIBILITY

Operators may also wish to distribute content via IP distribution networks such as xDSL and FTTH. Conax CAS7 supports hybrid operations both in the system and in the STB. The product is compliant with open standards such as MPEG2/MPEG4, DVB Simulcrypt and Common Interface, OpenCable™, OpenCAS and DOCSIS.

THE CORE OF CONAX CONTENT PROTECTION

The basis for all Conax product offerings is the Conax CAS7 subscription components necessary for securing a pay-TV operation.

For extended digital TV services, optional Conax CAS7 components and associated products can be added:

- **Conax CAS7 On-demand** for On-demand services such as PPV events, VOD and push VOD
- **Conax CAS7 Pairing** for additional security level and protection against STB hijacking
- **Conax CAS7 Messaging** for directly addressing the end-users STBs
- **Conax CAS7 Mobile** for ordering of TV services via mobile phone SMS text messages
- **Conax CAS7 Vouchers** for purchase of access through prepaid solutions, i.e. scratch cards/vouchers
- **Conax CAS7 Tokens** for PPV tokens mode support
- **Conax CAS7 Fingerprinting** for enabling tracing of illegally distributed copies of content
- **Conax CAS7 IPTV** for DVB over IP
- **Conax Data Playout Manager** for management and play-out of any data to STBs
- **Conax PreEncryptor** for encrypting content prior to broadcasting

Head office
Conax AS
Kongens gate 8
P.O. Box 425 Sentrum
NO-0103 Oslo
Norway
Tel: +47 22 40 52 00
Fax: +47 22 41 70 39
info@conax.com

Conax Singapore
Conax Singapore
152 Beach Rd., #28-01
Gateway East,
Singapore 189721
Tel: +65 68279761
Fax: +65 62952567

Conax India
Conax Access Systems
Private Limited,
5th floor, Kaisons Alpha Square,
A - 3, Alpha Commercial Belt,
Sector Alpha - 1, Greater Noida,
Uttar Pradesh 201310
India
Tel: +91 120 467 43 00
Fax: +91 120 467 43 99

Conax USA
Conax USA, Inc.
31102 Via Cristal,
San Juan Capistrano,
CA 92675
USA
Tel: +1 (949)-690-4880

Conax China
Conax China
1102, Guangming Building,
Liangmaqiao Road
Chaoyang District
Beijing 100125
China
Tel: +86 10 6465 6490
Fax: +86 10 6465 6483

Conax Germany
Conax GmbH
Charlottenstrasse 68
10117 Berlin
Germany
Tel: +49 3020 188 332
Fax: +49 3020 188 333

Conax Latin America
Conax Latin America
Rua Fidêncio Ramos, 101 cj-81
Vila Olímpia
São Paulo - SP - CEP: 04551-010
Brazil
Tel: +55 11 3846-1726
Fax: +55 11 3044-1923

Conax Russia
Conax Russia
Akademika Koroleva street,
13, office 5
129515, Moscow, Russia
Cell: +7 903 625 68 13

Conax South Korea
Conax South Korea
#704 Taesung Bldg. 265-6,
Seohyung-dong, Bundang-gu,
Seongnam-si, Gyeonggi-do
Korea 463-824
Tel: +82-31-781-6684/5
Fax : +82-31-781-6604

Conax Canada
Conax Canada
Toronto
Canada
Tel: +1 647 404 9920