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Rambus CryptoMedia Security Platform Will Protect Pay TV Content for Dish TV India

India's largest satellite TV operator to deploy integrated security core in cardless set-top boxes

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ:RMBS) today announced that Dish TV India has selected the CryptoMedia Security Platform for use in its pay TV satellite system. The platform, which includes a hardware root-of-trust embedded in the set-top box chipset, ensures secure distribution of premium content for cable and satellite operators while eliminating the need for a smart card and enhancing usability of the set-top box.

"As we look to grow our customer base from the current 13 million subscribers, the demand for cost-effective and robust content protection solutions becomes increasingly important for consumers seeking premium content," said Jawahar Goel, Managing Director of Dish TV India. "By leveraging the embedded CryptoMedia core, we no longer need a smart card to provide secure access to premium content, significantly reducing the cost and improving the security of the set-top box."

The CryptoMedia Content Protection Core, developed by Rambus Cryptography Research, is one of several new security elements to be integrated in Dish TV India's latest set-top boxes. Together with the CryptoMedia operator services, the solution provides a flexible security foundation that allows Dish TV India to easily update and reconfigure software and hardware security throughout the lifecycle of the set-top box. Dish TV India will launch the new platform in broad commercial operation this fall.

"By using the CryptoMedia Content Protection Core, Dish TV India recognizes the value of enabling another level of protection in the set-top box chipset alongside security elements provided by CAS vendors," said Dr. Martin Scott, senior vice president and general manager of the Security Division at Rambus. "Our CryptoMedia Security Platform provides Dish TV India with extra protection for the delivery of content, utilizing our expertise in both embedded security and ecosystem enablement."

Formerly part of the CryptoFirewall family, the CryptoMedia Content Protection Core is designed to provide strong security and superior system design flexibility for premium content distribution. The solution minimizes the risk of security failure and helps simplify product development. The core is available in a broad range of set-top box and smart TV chipsets and is compatible with the leading CAS and DRM systems to prevent unauthorized access to content and services, including features like pay-per-view and service-tier upgrades.

To learn more about the CryptoMedia security platform, visit rambus.com/cryptomedia

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About Rambus Security Division

The Rambus Security Division is dedicated to providing a secure foundation for a connected world. Integrating technologies from Cryptography Research, Bell ID and Ecebs, our innovative solutions span areas including tamper resistance, content and media protection, network security, mobile payment, smart ticketing, and trusted transaction services. Our technologies protect nearly nine billion licensed products annually, providing secure access to data and creating an economy of digital trust between our customers and their customer base. Additional information is available at rambus.com/security.

About Rambus Inc.

Rambus creates cutting-edge semiconductor and IP products, spanning memory and interfaces to security, smart sensors and lighting. Our chips, customizable IP cores, architecture licenses, tools, services, training and innovations improve the competitive advantage of our customers. We collaborate with the industry, partnering with leading ASIC and SoC designers,

foundries, IP developers, EDA companies and validation labs. Our products are integrated into tens of billions of devices and systems, powering and securing diverse applications, including Big Data, Internet of Things (IoT), mobile, consumer and media platforms. At Rambus, we are makers of better. For more information, visit rambus.com.

About Dish TV India Limited

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform more than 545 channels & services including 22 audio channels and over 50 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also has transponders on the Asiasat 5 platform and on the SES-8 platform which makes its total bandwidth capacity equal to 828 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,297 distributors & over 241,346 dealers that span across 9,350 towns in the country. Dish TV customers are serviced by thirteen 24* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit www.dishTV.in

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