

IRDETO CLOAKED CONDITIONAL ACCESS SOLUTION

THIS CONDITIONAL ACCESS SOLUTION INCORPORATES IRDETO'S CLOAKWARE TECHNOLOGY FOR BEST-IN-CLASS CARDLESS CONTENT SECURITY ON CABLE, SATELLITE, IP AND TERRESTRIAL NETWORKS

The Irdeto Cloaked CA System uses an innovative software security client as an alternative to smart cards for protecting digital TV content. The solution is designed for pay-TV operators and broadcasters who want to offer digital services to their customers using a highly cost-effective, upgradable and future-proof conditional access (CA) solution. To assure content owners that their assets are protected against theft or viewing in unauthorized territories, operators must deploy a conditional access solution with uncompromising security, and yet they need that solution to incur the lowest possible long-term costs in combination with the desired set-top box (STB), CI Plus conditional access module (CAM) or digital terminal adaptor (DTA). The Irdeto Cloaked CA solution enables operators to do both.

Hardened and protected by a variety of technologies and fully renewable in the field, Cloaked CA system is audited and certified by industry-recognized experts such as T-Systems and Farncombe Technology Ltd. and trusted by major Hollywood studios. It provides a comparable level of security as smart card-based solutions, but without the associated costs involved in the storage, handling and distribution of cards. The solution employs Irdeto's patented Cloakware technology for device code and data protection. The solution uses the "hardware root of trust" concept by locking each client uniquely to Irdeto keys embedded in the secure chipset of the device upon manufacture, thereby protecting against cloning, software tampering and control word redistribution.

This solution is future-proof, as the Cloaked CA Client can be updated over the air using operators' existing device management tools. It enables operators to easily add new functionalities and security to grow their businesses.

KEY BENEFITS

Secure Yet Cost-Effective Solution

Based on irdeto's proven smart card-based solution, Cloaked CA provides security built especially for one-way networks. Several technologies unique to irdeto ensure the security of Cloaked CA:

- Secure rom boot code in the device provides increased protection against device software tampering.
- Each device contains unique keys and is cryptographically locked to the Cloaked CA client to prevent cloning.
- White-box cryptography and code obfuscation further protect device code from tampering and reverse engineering.

Decreased Logistical Complexity And Costs

Devices are pre-loaded with the Cloaked CA client at the factory, thus they need simply to be activated and are ready for use with Pay-TV or other encrypted services.

- Irdeto Cloaked CA is ideal for use in mass retail markets where devices are sold and distributed to consumers without operators' smart cards. The device can be prepared for use with multiple operators, each of which uses its own Irdeto CAS.
- Security updates, new features and functionalities are easily downloaded over the air to the device, eliminating the need for costly card swaps. This can also be done far more quickly than developing and distributing a new Smart Card.

A Variety of Business Models to Grow Into

Cloaked CA can be deployed with different profiles on the same network, supporting a variety of business models including subscription, Pre-Paid TV, pay per view (PPV), Personal Video Recorder (PVR) with pull or push Video On demand (Pull / Push VOD).

