



NDS SELECTED BY COX COMMUNICATIONS TO IMPLEMENT ITS NEXT-GENERATION, SET-TOP BOX USER INTERFACE

Highlights:

- Third largest cable operator in the US chooses NDS to implement its interactive, next-generation video user interface
- With the new user interface, Cox's subscribers will be able to access all their digital television services through a central, interactive environment whose functionality can be enhanced to include online community features
- Advanced user interface designed to run on many deployed set-top boxes as well as Tru2way (formerly OpenCable™) and on other media devices including PC
- Builds on the relationship announced in January when Cox chose to implement the NDS IEX™ interactive set-top box testing platform

COSTA MESA, USA – May 13, 2008 – [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced it has been chosen by Cox Communications to implement its next-generation video user interface (UI). Cox, a multi-service broadband communications and entertainment company, has designed an interactive UI for existing and new set-top boxes (STBs) deployed or to be deployed in its cable networks throughout the United States. The new UI is compatible with many of the existing STBs and is designed to be forward compatible with Tru2way technology enabled devices. This solution will enable Cox's extensive digital services to be promoted, searched and accessed through a state-of-the-art interface which will deliver a superior user experience.

The next generation UI integrates Cox's digital video services, which include video on demand (VOD), electronic program guide (EPG), digital video recorder (DVR) and interactive applications, into a centralized, user-friendly UI. Cox and NDS have partnered to further enhance the user experience by enabling personalization by viewers to match their viewing preferences. Network-based community sharing, which enables friends and family members to recommend programs to one another, will also be added.

"Cox is committed to giving our customers the best in simple, consistent and intuitive navigation," said Steve Necessary, Vice President of Video Strategy and Product Management. "NDS has extensive knowledge in the development of advanced applications and user interfaces for multiple platforms. We are looking forward to working with them to deliver world class services to our customers, on a platform capable of supporting tomorrow's new technologies."

"Building on our proven experience in the development of interactive applications, NDS is working closely with Cox to enable a high quality UI that will be delivered to market quickly," said Steve Tranter, Vice President of Broadband and Interactive for NDS. "As consumers grow more accustomed to a visually appealing, easy way to access their content, Cox has recognized that an interactive and customizable UI is essential to pleasing the customer, and we are delighted with the results of this collaboration."



In January 2008, Cox selected NDS to deliver IEX™, its automated STB testing solution. NDS' IEX combines hardware and software to automatically test all interactive applications on STBs operating in both cable and telecommunications environments, a task which was in the past handled manually and often was susceptible to human error. IEX provides a more accurate and cost-effective alternative to manual testing.

NDS provides a portfolio of market-leading solutions for digital television which includes VideoGuard®, its proven conditional access solution for Pay TV, that is currently protecting over 86.9 million active devices worldwide. The NDS VideoGuard solutions portfolio includes VideoGuard Mobile™ for broadcasting to mobile devices, VideoGuard PC™ to secure content in personal computers, VideoGuard PMP™ for portable media players and RadioGuard™, for the HD Radio platform. NDS also offers an industry-leading suite of enabling software solutions including MediaHighway® middleware, interactive TV applications and digital video recorder (DVR) technology. NDS middleware has been deployed in 83.1 million devices and NDS DVR technology is powering over 12.1 million DVRs in viewers' homes around the world.

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About NDS

NDS Group plc (NASDAQ: NNDS), a majority owned subsidiary of News Corporation, supplies open end-to-end digital technology and services to digital pay-television platform operators and content providers. See www.nds.com for more information about NDS.

Read about the latest developments at NDS and in the Pay TV industry in [World Vision](#)

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This document may contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's views and assumptions regarding future events and business performance as of the time the statements are made. Actual results may differ materially from these expectations due to changes in global economic, business, competitive market, regulatory and other factors. More detailed information about these and other factors that could affect future results is contained in our filings with the US Securities and Exchange Commission. Any "forward-looking statements" included in this document are made only as of the date of this document and we do not have any obligation, nor do we undertake, to publicly update any "forward-looking statements" to reflect subsequent events or circumstances, except as required by law.

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