

Cryptoguard kills card sharing in Europe

The young encryption company from Motala, Sweden employs **Jesper Stål** from A2B electronics to launch Cryptoguard's solution internationally at Anga Cable in Cologne. The solution has already been a success in Scandinavia due to its low price and multi functionality with encryption, CRM/SAS, EPG handling and hybrid middleware.

Cryptoguard aims for Europe

Cryptoguard has been a success in Scandinavia and are used by over 40 operators. This means that Cryptoguard have a strong grip of their segment, small and medium sized cable and IP operators in Scandinavia.

Rolf Nilsson, Chairman at Cryptoguard:

- The reasons for the success is that we have created a very secure system that protects the content and prevents card sharing. Another reason is that we, unlike many of our competitors, include functionality for card and user handling, CRM/SAS in the product itself. But the main reason for the success is the price model, with a low startup cost, that allows all operators to afford the investment.

Kjell Carlswärd, CEO at Cryptoguard agrees and adds:

- The easy to use interface and the new EPG server and hybrid middleware has got a lot of attention lately and transforms Cryptoguard from being only a encryption system to becoming a complete platform for a cable operator.

New Sales Director, Jesper Stål

In line with this development Cryptoguard employs a new sales Director, **Jesper Stål**, which will allow them to approach the European market.



Jesper Stål comes from a position as Product sales manager at A2B Electronics and has worked with selling professional Headends in Europe via a network of distributors.

- We are very glad to get Jesper on board as he will play an important role in building the international part of Cryptoguard. His knowledge about headends and his big international network is an invaluable asset to make this commitment successful

Kjell Carlswärd says and continues:

- We have been extremely successful in Scandinavia for a couple of years which has made us confident that we are ready for Europe and are welcoming everyone to our international startup at Anga Cable in Cologne"

Cryptoguard

Cryptoguard is a manufacturer of a management platform for TV operators. The system includes access control, subscription management, IP hybrid management and EPG server for digital television. As an operator for cable- or IP-TV you can be sure that only your paying customers is able to view your TV-channels. Cryptoguard uses a high grade encryption scheme to meet the demands of service providers today.

For more information please contact:

Kjell Carlswärd, CEO. Phone: +46 971 107 35, or
Jesper Stål. +46 706 66 62 24

www.cryptoguard.se

Meet us at ANGA, stand A32