



ENIGMA SYSTEMS
Perpetual Security Solutions

VIP Control[®] Conditional Access System

The Leading Software CAS for Broadcast TV

MAY 2009

The VIP Prepaid

The VIP Prepaid is an optional module of the VIP Control[®] conditional access system.

The aim of the VIP Prepaid is to allow broadcasters to develop prepaid subscription increasing this way their ARPU in a significant manner.

The Prepaid subscriptions can be sold directly to final users. In this case subscribers purchase activation codes associated to subscription package that they can activate at per their future needs sending a SMS thanks to their mobile phone.

Prepaid subscriptions can be distributed as well through reseller network. This model in particularly

suitable for emergent countries. In this model resellers pre acquire subscription activation codes in volume and resell the associated activation codes to their neighbouring. When an end user purchased a prepaid subscription to a reseller, he sends the associated activation code through a SMS with its mobile phone. The activation code is translated in a subscription sent on the network and the end user receive a confirmation of the subscription activation on his mobile phone.

The Enigma Systems exclusive Prepaid technology allows to make virtual the prepayment support,

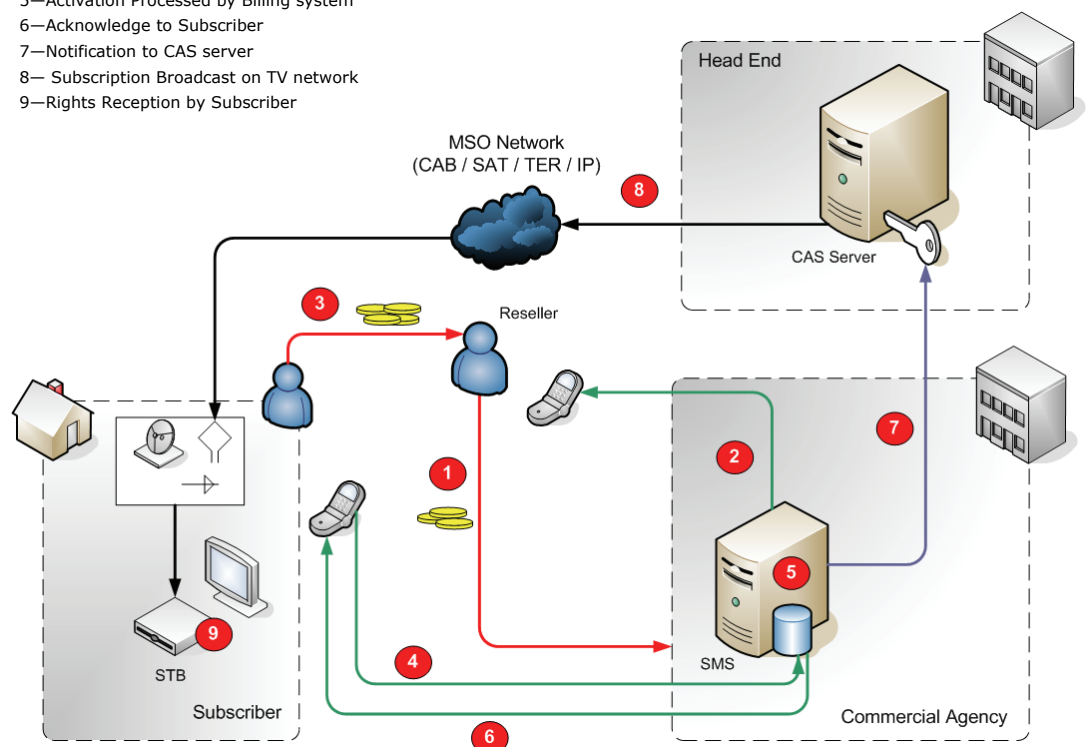


using the widely available mobile phone technologies. The approach developed by Enigma Systems does not require special agreement with big mobile phone companies to be deployed.

Furthermore this approach suppresses numerous drawbacks of the classical prepaid card (steals, logistics constraints, ...) conducing to a more secure approach for the broadcaster business.

**“Making
Digital TV
Profitable”**

- 1—Prepaid subscription Payment
- 2—Activation Codes provided by SMS
- 3—Activation Codes Purchased by Subscriber
- 4—Subscription Activation
- 5—Activation Processed by Billing system
- 6—Acknowledge to Subscriber
- 7—Notification to CAS server
- 8— Subscription Broadcast on TV network
- 9—Rights Reception by Subscriber



**DVB[®]
C/S/T/H/IP**



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