



## Abel microSD card

### Opening new business models for mobile pay-TV

Abel's microSD card is a security device for DVB-H pay-TV. As the Abel microSD card goes into the "second" slot of the mobile handset – the issuer of the Abel microSD card can establish a direct relation with the mobile subscriber.

Pay-TV distributors can issue Abel microSD cards and offer DVB-H pay-TV services independently of the local providers of mobile voice and data services.

Similarly, mobile operators with exclusive content can issue Abel microSD card for the offering of DVB-H to the subscribers of other mobile operators.

#### Key features:

- High security microcontroller for key store and rights processing
- Large general purpose flash for DVB-H recordings, MP3, photos
- Compliant with relevant SD card standards
- SD card and miniSD card compatible via simple adapters

now you're able



The Abel microSD card is a pay-TV security device comprising a security chip and a large flash memory. The Abel microSD card is the subscriber device of the Abel Quintic CAS for DVB-H. It is user pluggable into DVB-H devices. All recent DVB-H handsets have microSD slot.

Abel microSD card advantages:

**1: Provides pay-TV operators with a direct relation with the mobile subscriber**

The pay-TV solutions for DVB-H are SIM based: DVB OSF and OMA BCAST SC profile. Thus, broadcasters and pay-TV operators are dependent on the MNO upgrading/preparing their SIMs before premium mobile TV can start. With the Abel microSD card, mobile pay-TV services can be started independently of such upgrade. The SIM is then used for voice, SMS and data, and the Abel microSD for DVB-H access.

**2: A tool for MNOs to sell mobile pay-TV to subscribers of other MNOs**

An MNO being the first to offer DVB-H in an area or holding exclusive content rights for mobile TV may use such position to attract subscribers of competing MNOs. The Abel microSD card is the ideal tool for establishing a relationship with subscribers of other MNOs.

**3: Convenience: large flash memory for recording and time-shift**

The flash memory can be used to store photos, MP3, etc. as well as DVB-H recordings and time-shifts. The Abel microSD card can replace a normal SD memory card saving the user having to swap cards when starting for example a music session after having viewed DVB-H.

DVB-H recording requires around 100MB/hour. So, the present Abel microSD card capacity of 512MB is sufficient for recording a few programmes while at work to view on the bus home.

**4: Movable among devices**

SD/mini/microSD slot is available on mobile phones, GPS devices, PCs, cameras, etc. The Abel microSD card can easily be moved among different types of devices to provide access to DVB-H transmissions or recordings. microSD cards can be used in SD and miniSD slots via a simple plastic adapter.

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Abel DRM Systems is specialising in conditional access and digital rights management systems for mobile TV and video. Abel DRM System builds on two decades of experience in pay-TV technology and operation. Abel DRM Systems is based in Oslo, Norway.

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