



## **FOR IMMEDIATE RELEASE**

### **TVS Applauds CEA-2040 Standards -- Signaling the End of Encrypted CableCards, As Consumer Electronics Association Pushes for the More Versatile MicroSD Security Devices**

Transparent Video Systems is known for championing the use of MicroSD cards. These cards are replacements for the antiquated CableCards used within the cable industries set-top encryption systems. TVS applauds the new CEA-2040 standard which is not limited to set-top boxes. The new standard can work with computers, wireless devices and virtually any content and network while maintaining FCC and Congressional requirements.

**San Carlos, CA (USA) – April 25, 2011**, In a major industry announcement, the Consumer Electronics Association has developed a new CEA-2040 standard for MicroSD Security Devices. The MicroSD security device provides the same protection, but more functionality than the outdated CableCard encryption technology. This newest generation of security is smaller; has storage capacity and can be used with any device that has a MicroSD, SD, or USB Slot. Most importantly, this innovation simplifies the implementation and integration with set-top boxes, mobile technology and computer devices. Transparent Video Systems will be the first to incorporate this new standard in their complete line of set-top-boxes and cable system appliances.

#### **New security device offers lower cost, greater connectivity and ease of implementation.**

"TVS has been instrumental in promoting the need for a security device that will work with any device, any network, any content, anywhere," said Norman Gillaspie President of Transparent Video Systems. "Finally, we are on the road to a successor device that meets the needs that were required and mandated by Congress and the FCC." Transparent Video Systems has been promoting this device in response to various FCC requests by industry and consumers. Transparent Video's responses to the FCC; and an abstract of the new CEA-standards are available on the TVS website [www.transparentvideo.net](http://www.transparentvideo.net).

#### **About Transparent Video Systems**

Transparent Video Systems designs, manufactures and integrates cost effective Standard and High Definition digital CATV Systems that supports the transition to digital; encoding, multiplexing, scrambling, modulation, RF conversion, EAS, EPG and SMS. The system is compatible with a variety of video sources and STB options with RF, IP and Hybrid solutions over fiber and coax.

Transparent Video Systems Inc., is a privately-held company with headquarters in San Carlos, California, USA. For more information contact: [www.transparentvideo.net](http://www.transparentvideo.net) \*Contact TVS for specific details on this Challenger Platform configuration. \*\*\*END\*\*\*

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